



# In.Business

## VIRTUAL CLOSING CONFERENCE 2021

### A LITTLE ABOUT THE PROGRAM

In.Business is a high school mentorship program facilitated by Unama'ki College at Cape Breton University (CBU). In.Business teams Indigenous high school students with Indigenous business mentors, who are educated, working professionals with a background in business. In.Business was established in 2011 by the Purdy Crawford Chair in Aboriginal Business Studies at 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. Currently, In.Business is operating an Atlantic Canadian-based program that includes students and mentors from Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland & Labrador. In.Business is made possible by the generous financial support from Indigenous and Northern Affairs and 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 IN A GLOBAL PANDEMIC

This year will definitely be remembered for many reasons. With two provincial-wide shutdowns, students were faced with the challenge of completing their schoolwork in order to transition to the next grade and graduate high school. With all of these responsibilities they still found time to devote to their work with the In.Business Program and each participant did an excellent job!



#### FACEBOOK MESSENGER:

Usually, business challenges are posted on each individual group page. We continued to do this but because we were such a small group we made messenger chats for each team. This was a great way to become team oriented and supportive of each other.

#### zoom FATIGUE:

The second provincial shutdown sent students back home and learning virtually. It was overwhelming for many and this was taken into consideration when planning the closing conference. Instead of having consecutive days we broke up the conference over a few weeks. This allowed students to practise self-care, complete their challenges and spend less time in front of the computer screen.



## BEADING WITH CHEYENNE ISAAC-GLOADE

The entire In.Business team was so excited to learn that one of our Mentors signed a contract to bead with Nike. Cheyenne Isaac-Gloade shared her talent with us and provided an interactive beading tutorial online for Easter.

Six out of eleven participants took part and shared afterward how much fun they had learning from Cheyenne.



**In.Business** PRESENTS

*Finding The Warrior Within*  
with **MIKE SCOTT**

**Rapper, Entrepreneur & Motivational Speaker**

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

PROUDLY SPONSORED BY



## MIKE SCOTT KEYNOTE PRESENTATION

Mike Scott, is an entrepreneur and rapper from Saskatchewan who turned his adversity into an inspiring business. His story of learning how to find the warrior within while battling the systems that oppress Indigenous people was well received by the student participants. Many asked to stay in contact with Mike as a mentor. The local paper did a two-page article on Mike's story and how the pandemic created the opportunity to connect rural Indigenous youth with mentors nationwide through video conferencing. See the link to the article below.

[SALTWIRE ARTICLE CLICK HERE](#)

# CLOSING CEREMONY

## OPENING PRAYER

This year was a particularly difficult time for the Indigenous community with the news of over 800 unmarked graves discovered on the grounds of former residential schools. These missing children never found their way home. In the opening prayer, Associate Vice President Stephen Augustine honoured these children, the survivors and those facing intergenerational trauma. It was a powerfully moving prayer and we thank Stephen for sharing his knowledge and bringing us together for a moment of reflection.



LEANNE HUDSON



KERWYN CURRIE



HALEY BRUHM

### Peer Mentors 2020-2021



DANTE JOE PIERRO



## HONOURING OUR PEER MENTORS

Each one of our Peer Mentors brings unique skills to the In.Business team. From Marketing, Asset Based Community Development, Professional Development & 2SLGBTQ+ Organization Development, to name a few. As graduates of the In.Business program they know how much moral support and encouragement means, but in the face of the pandemic they really showed up for our participants. Wela'lin/Thank you, Peer Mentors, we couldn't have done it without you!

## HONOURING OUR MENTORS

Our Mentors are strong Indigenous leaders who shared their business and life knowledge with our participants. Thank you to Kirstin Ward and the Union of Nova Scotia Mi'kmaq for sponsoring one of our challenges that taught our participants about Capacity Development. Matt Tapper from Ulnoweg Development Group Inc. shared with our participant the many ways the organization assists Indigenous businesses, individuals and organizations achieve success whether through finance, culture, innovation, business or education. Cheyenne-Isacc Gloade shared her inspiring story of how she became a designer and her passion for working with youth in passing on knowledge. Wela'lin/Thank you to the 2020-21 Mentors. You really were the bright lights guiding us this year.



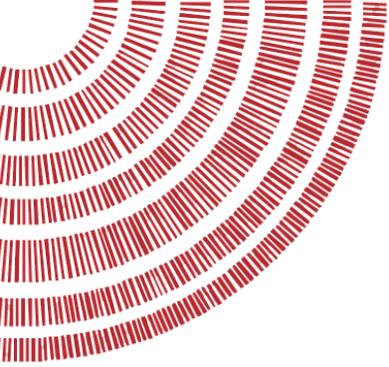
In.Business Mentor  
**KIRSTIN WARD**  
Union of Nova Scotia Mi'kmaq



In.Business Mentor  
**MATT TAPPER**  
Ulnoweg Development Group Inc.



In.Business Mentor  
**CHEYENNE-ISAAC GLOADE**  
Chey Designs & Ulnoweg Development Group Inc.



## THE PURDY AWARD WINNERS!

The Purdy Awards are presented at the closing conference to recognize special contributions to the program by students. Purdy Awards are now given at the end of the program year because it allows for ample time to get to know students and fully justify the reason for nomination.



**Lemar Stevens** (Eskasoni) is a reflective leader with empathy & compassion towards deep social issues that affect Indigenous communities. Congratulations Lemar we are so proud of all you have accomplished in the 2020-2021 year.

**Jaiden Kariuki-MacDonald** (Membertou) you are an engaging leader with superb presentation, research and delivery of challenges. Your self-confidence as a leader shines bright and inspires others to believe in themselves. Thank you for all you have contributed to the In.Business program and we are so excited to see what the future holds for you on your journey.

**Raelen Marshall** (Potlotek) displayed a strong commitment to learning, self-Awareness and demonstrated a passion for the arts. She was always up for fun discussions about life, business and photography. Thank you Raelen for being a part of our year and congratulations!

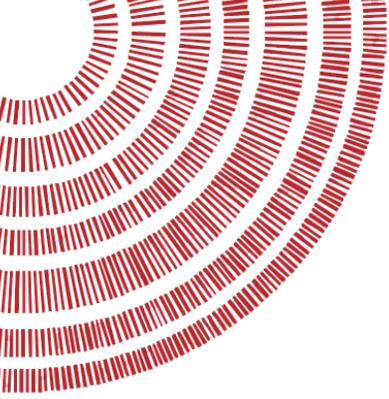
**Jamey Toney-Gagne** (Eskasoni) is an insightful leader who engages, shares knowledge and puts a lot of work into the challenges delivered. She excelled at creating an environment of inclusivity just by being herself. Thank you Jamey for all you have contributed to the In.Business program.

**Elijah Marshall** (Membertou) is a leader who demonstrates accountability, curiosity and thoughtfulness. Congratulations Elijah and we look forward to seeing all that you do on your journey.

**Lacey DeMerchant** (Woodstock) is a leader who knows how to prioritize and was the first to submit and complete all the challenges. We could always count on her to be in our meetings (usually the first in the chat) while juggling so many responsibilities. Thank you Lacey for always being engaged with our In.Business team and demonstrating organizational productivity. You rock!

**Summer Lee Gasson** (Hampton) is a new student to the program and the youngest on our team (Grade 10). Her commitment to leadership and self-development, as well as her enthusiasm to be a part of the In.Business program reflects the next generation of leaders and we can't wait to continue to work with her next year for the 2021-2022 year. Congratulations Summer for all your hard work!

**Keanu Huckaby** (Wagmatcook) When I heard the word Indefatigable defined I knew that this leadership quality encompassed Keanu. Indefatigable: Having or showing a capacity for persistent effort; not tiring or relenting. Keanu has been with the In.Business program for a few years and shines when it comes to excitement and business innovation. Congratulations Keanu, it was so much fun working with you!



**Wela'lin/Thank you** to the Purdy Crawford Chair, **Mary Beth Doucette**, for taking part in our ceremony and announcing the winners of the Purdy Awards.



We were also very excited to welcome the newly appointed **Dean of Unama'ki College, Laurianne Sylvester**. Thank you for sharing some of your stories and how life can take you on paths you might not have ever imagined. We are so happy that you are now a part of the Unama'ki College team! **Wela'lin/Thank you**.



## RBC CHALLENGE WINNER

Each year our amazing RBC Financial sponsors contribute to a challenge. This year the challenge was about mortgages and the winner, Jamey Toney-Gagne who was award a new MacBook Pro. Congratulations Jamey!



**Jamey Toney-Gagne**

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I wanted to thank the [In.Business: A Mentorship Program for Indigenous Youth](#) for three years of life lessons, business lessons, and friendships. They have provided me with lifelong skills and wonderful opportunities. Through this program I have won scholarships, awards, prizes and more. I recommend this program to all indigenous youth from grades 10-12, whether you plan to pursue business or not it is worth your time and effort. ❤️🧡💛💜





**732**

**High School Students  
completed all  
requirements of  
In.Business**

**64**

**In.Business participants  
attended, or are  
currently attending,  
post- secondary school**

**25**

**In.Business of those  
students are studying,  
or will be studying  
business**

## In.Business & Covid-19

The Covid-19 pandemic created challenges across many areas of life and our students felt the pressure of trying to keep up with their school work from home. Although we could not meet in person during the 2020-2021 program year the existing structure of the program made it easier to support our students when completing their challenges.

We are excited to offer our conference in-person for the 2021-2022 program year, following Covid-19 safety protocols. For more information please contact;

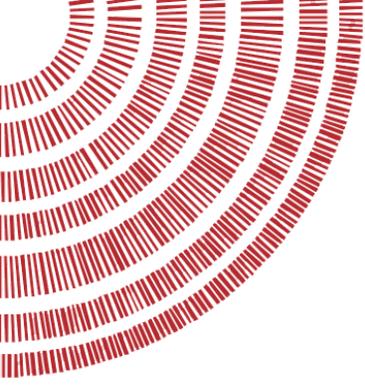
**Cara Jones, In.Business Program Coordinator**

902-574-8718

[cara\\_jones@cbu.ca](mailto:cara_jones@cbu.ca)

***Thank you, Wela'lin***





## 60-SECOND SELL WINNERS

As part of the final component of the program, students were given the task of shooting a 60-second marketing video. Each year they are asked to create a 60-second self-promotional video but this year we decided to switch it up. Often when working with companies and organizations we need to provide testimonies. Students were asked to create a testimony on why they think students should sign up for the In.Business Program. There were three winners who won scholarships towards their post-secondary education.



**\$1000**



**\$1000**



**\$1000**

YOU CAN WATCH THE VIDEOS BY VISITING OUR WEBSITE



## CONGRATULATIONS CLASS OF 2021!

This year may have been filled with challenges but all of you are examples of what success looks like in the face of adversity. The future looks bright with leaders like you!

**In.Business**   
[www.cbuinbusiness.ca](http://www.cbuinbusiness.ca)

