

In.Business

Opening Conference Report

Feb 22-25, 2023



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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) comprised thirty students and six mentors from Nova Scotia. Since 2011, In.Business has expanded nationally, and hundreds of students have completed the program. In.Business currently operates an Atlantic Canadian-based program that includes students and mentors from Nova Scotia.

In.Business is made possible by the generous financial support from Indigenous and Northern Affairs and other government and private donors, including Mi'kmaw Kina'matnewey and the Province of Nova Scotia.

The 2023 In.Business opening conference was made possible by the generous sponsorship from the McCall MacBain Foundation.

**McCall
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FOUNDATION



FEBRUARY 2023

RECRUITMENT - In.Business has outreached to many community events and organizations that have been called upon to allow the Atlantic Region Manager to speak to the students for recruitment purposes. Educators and students are notified that if students complete the In.Business program, and decide to study at CBU, they could receive;

- \$500 bursary and up to \$1500 if they win challenge submission categories (half the \$ if they decide on other fields at CBU)
- First Year residency FREE (based on availability)
- Three credit exemption (MGMT 1101 and/or other electives)
- Reference letters

In.Business also provides reading pamphlets and has information on socials:

FACEBOOK/TWITTER/INSTAGRAM/WEBSITE

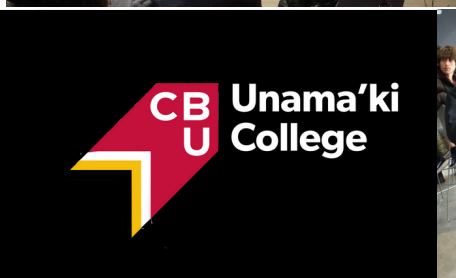
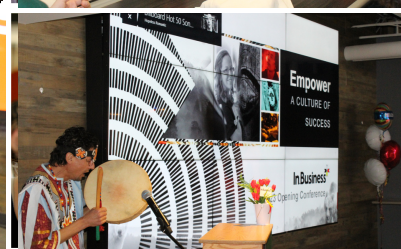
ENROLLMENT - *Students* have completed the permission forms that includes the parent/guardian signature(s) along with contact information. The form includes the dates for a four-day opening conference. The forms also include a photo/video waiver, food/allergy restrictions, a draft agenda of the opening conference, and also indicate that full participation is required and other formalities to the responsibilities outlined. The agreement/permission form outlines all aspects that were read thoroughly before signing and the contact information for the Atlantic Region In.Business Manager > Andrea Curley is available at andrea_curley@cbu, work cell -902.574.5199.

Mentors - Have been sought out by canvassing organizations and word of mouth by trusted coworkers and community members. Mentors understand all outlined roles and responsibilities for In.Business expectations. Mentors sign forms that include information that this program that runs according to the availability of the high school grades 10-12 schedules. Becoming a mentor also included a completed police record check.

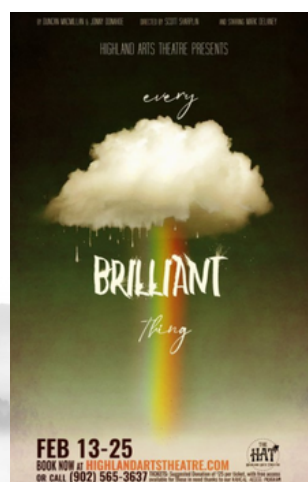
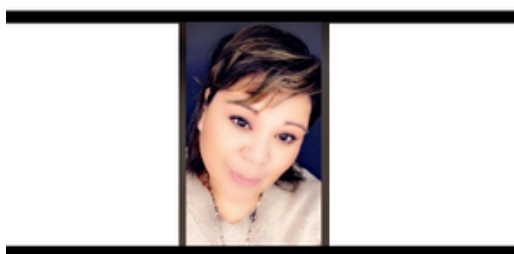
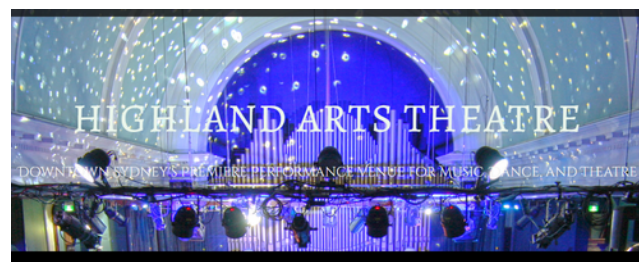


CONFERENCE HIGHLIGHTS

- Pizza Supper and Mentor bonding
- Drumming at CBU
- Visiting Heritage Park in Membertou
- Presentation by Tawnya Brant
- Challenges and Ice Breakers
- Discussion about What does INDIGENOUS BUSINESS MEAN?
- Keepsake craft workshop
- Everything Brilliant Thing at Highland Arts Theatre



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 upcoming Atlantic Region
 program contact **Andrea:**
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DAY 1

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The Opening Conference consisted of 4 days. All students and mentors travelled to the Membertou Trade and Convention Centre for an initial meeting and orientation, hotel check-in and received their conference packages along with a warm welcome from the team at Unama'ki College.

Following the catered supper in the hotel meeting space, the group was en route to the Membertou Heritage Park for a tour and a dreamcatcher-making workshop. The Heritage Park is a five-acre site that offers a living history of the people of Membertou.

Students engaged in meaningful conversations around the topics of strength and perseverance of Indigenous peoples, as they learned more about the story of Membertou, an Urban First Nation community experiencing great economic success.

Following the visit to Heritage Park, everyone returned by 8 pm and had free time until the 10 pm curfew.



Lawrence Wells Kisiku'k on Campus



Nina Kent Unama'ki College



**David Meuse
Cultural Ambassador,
Membertou**

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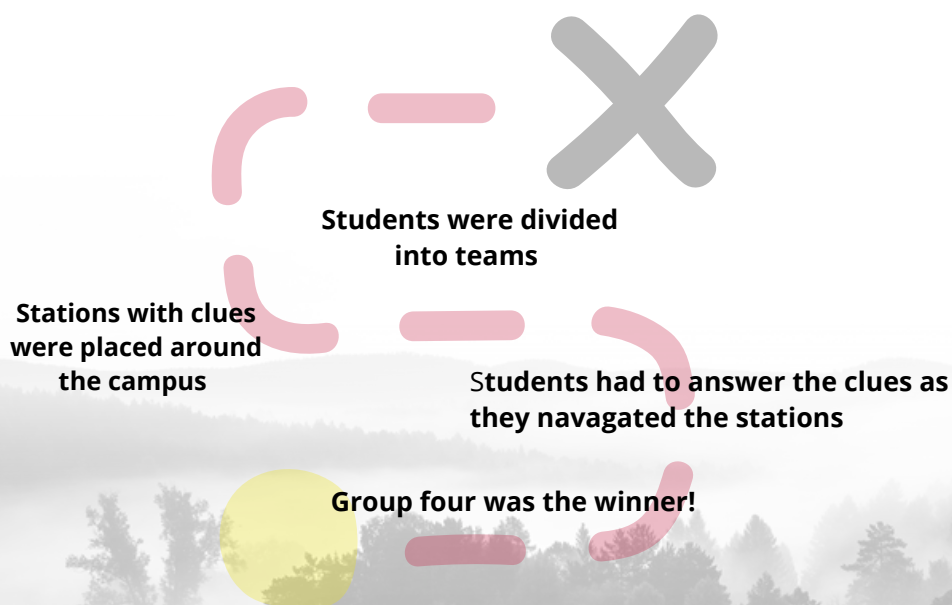
DAY 2

Conference delegates had breakfast at the hotel, and were off to CBU! In.Business registrants and mentors gathered at the PIT (student life centre) for the opening ceremonies and conference kick off. In an effort to reach as many Indigenous Youth as possible, local high schools were invited to participate in the day's events include students from:

- Allan Lafford High School (Potlotek) – 8 students
- Wagmatcookewey (Wagmatcook) – 20 students
- Allison Bernard Memorial High School (Eskasoni) – 27 students
- Students from In.Business- "students from across Nova Scotia)

On February 23, 91 Indigenous high school students from grades 10-12 were in attendance. There were also the school chaperones, the Unama'ki staff and other invited delegates.

All 91 students, along with staff from CBU and Un'amaki College, took part in a Campus Scavenger Hunt.





CHEF TAWNYA BRANT REVIVING INDIGENOUS NORTH AMERICAN & HAUDENOSAUNEE FOOD CULTURE

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Tawnya Brant is Haudenosaunee of the Grand River Territory, Ontario, Canada. She is a member of the Mohawk Nation of the Turtle Clan. She is passionate about revitalizing North American Haudenosaunee food culture and, more importantly, sharing her dream with Indigenous youth to understand the importance of Indigenous food sovereignty. Her mother operates an Earthship and homeschools all of her grandchildren. The Earthship provides local seasonal products for Tawnya's restaurant, "Yawekon" in the Mohawk language means "it tastes good!" The establishment's menu changes due to what is available, so her menu never stays the same.



Tawnya was invited to speak to over 90 Indigenous youth on how to preserve and cook Indigenous foods. She shared her knowledge and skills to help bridge the disconnect created by colonialism within Indigenous communities and reclaim Indigenous women's and people's place in society.

Tawnya spoke about the challenges and barriers that she has faced as an Indigenous woman and is now, through her work, becoming an activist and creating spaces for Indigenous people to learn and advocate for the protection of Indigenous knowledge systems and Indigenous food sovereignty. She has made learning everything she can about Haudenosaunee foods and their preparation, right from the origin of the seed to having family support of cultivating the foods right on the Six Nations, Haudenosaunee lands named the Mohawk Seedkeepers Garden. Tawnya was chosen to participate in season 10 of Top Chef Canada to which she won a challenge with only 4 contestants left. She was not the winner of the season, however, she has shown the Indigenous People of Turtle Island. Tawnya keeps a blog and a YouTube channel open for viewers to read and watch her successes @ **Chef Tawnya Brant**.

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DAY 2 Con.

Following a catered lunch, the students received greetings from the Unama'ki Dean, Laurianne Sylvester and the Director of Operations (former In.Business Manager), Nina Kent. The students also heard from the other Directors of CBU program departments. The purpose of the greetings was to instill in the students of sense of welcome.

At 2 pm, we said farewell to the the visiting high school students who departed the campus and were given swag bags and snack grab bags.

The remaining In.Business registrants moved to the Unama'ki student centre where they received a cooking demonstration, and engaged in further discussions with the students and staff of CBU and Unama'ki College.

After the demonstration by Tawnya, the students were able to enjoy some free time at the hotel and dinner.

For the evening portion of the conference, Family Heir Blooms (located in Sydney, NS) joined us to facilitate a craft night. The students created fridge magnet-decorated orange shirts to represent 'Every Child Matters' and wooden ornament key chains.

"Something that has stuck with me since is that the food we eat now vs what our ancestors ate (traditional foods) actually plays a big part in our overall health. If we ate more traditional foods, we could help prevent the health problems that indigenous people are more susceptible to" Ashton Comeau- A student from Truro, Nova Scotia speaking about the Keynote speaker.



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DAY 3

After breakfast, registrants took part in workshops at the Membertou Trade and Convention Center. Students were welcomed by Unama'ki College's Kisiku Lawrence Wells and Executive Director of the Donald Marshall Institute CBU, Stephen Augustine. Andrea Curley then facilitated team building, group work, icebreakers, and role-playing.

My favourite memory was when we did icebreakers. It made us step out of our comfort zone and get to know each other while having a few laughs as well. " Ashton Comeau.

The students then boarded the bus for the Sydney 'Community Tour' starting at the Eltuek Arts Centre.

Nina Kent, artist and tenant of Eltuek Arts Centre, provided a guided tour of the historic building and modern renovations of Eltuek. Nina explained what this museum-style building means to the community of Sydney/Membertou and the different businesses housed within. She also explained the importance of social enterprise business models, and how they generate profits for social benefit.

The group ended their evening at the Highland Arts Theatre (HAT)'s production called 'Every Brilliant Thing'. The Sydney community theatre shares a free production from receiving sponsorships throughout the year. The play was thought-provoking and pulled on some heartstrings.

My Favourite part of the opening conference was the scavenger hunt around CBU it is always a very fun and scattered way to learn the campus. " Sabrina Jacquard-Doucette - Student from Coldbrook, Nova Scotia



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Day 4

The final day of the conference was spent travelling back to communities. Participants said their goodbyes, and enjoyed breakfast together before they checked out and boarded the bus for 8 am departure.

NOTE * Professional Security and a certified lifeguard on all scheduled swims have been contracted.

To conclude the conference, students reviewed and signed a terms and conditions form, which outlined the commitments students would make for the duration of the program. All students were loaned an iPad to be used to complete bi-weekly challenges. Upon successful completion of the program, students may keep the iPads if they are in their final year of high school (grade 12).

Biweekly Challenges

Students must complete 10 biweekly challenges as part of the In.Business Program.

During the Opening Conference, they completed two challenges.

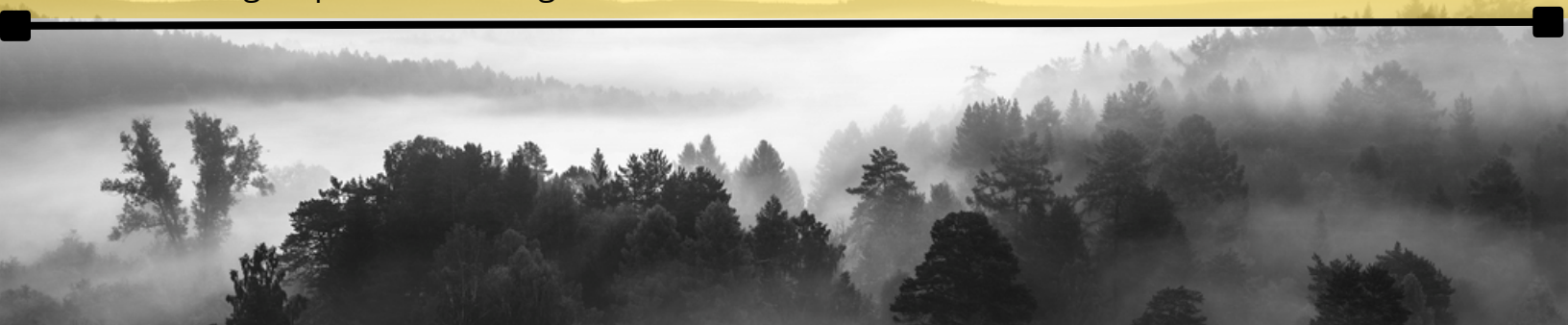
CHALLENGE #1 - Entrepreneurship/Why Business?

Was completed on Day 1

CHALLENGE #2 - Video Production/Advertising

Groups were tasked with creating a video to load that would show the group's spontaneous business name and motto or logo. We watched the videos together and voted on which one was best. It was unanimous - The Deadly Brownies won.

During the workshops and challenges, the manager observed participation and behaviours of how the group interacted together.





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BIWEEKLY CHALLENGE SPEAKER QUOTES

"failing means to learn and grow"

"know yourself, trust yourself"

"respect you're nature"

"find your passion"

"persistence wins"

"research"

"focus"

"plan"

"ask"

"start to finish"

"listen"

"believe"

"don't quit"

"it's ok to not know right now"

"enjoy the journey of self discovery"

"everyone sometimes feels scared, to try new things"

