

SOAR

MAGAZINE

SPECIAL EDITION

E-Spirit Gathering 2011

THE 2011 E-SPIRIT
AWARD WINNERS

- Gold/Silver/Bronze
- Special Achievement

LENNY MCKAY

Changing Influences

Business Development Bank of Canada
Aboriginal Banking
155 Carlton Street, Suite 220
Winnipeg, Manitoba R3C 3H8
bdc.ca

WELCOME

E-Spirit National Aboriginal Youth Business Plan Competition

E-Spirit is an internet-based business planning competition for Aboriginal high school students in grades 10 to 12 across Canada.

The goal of this competition is to develop an awareness of entrepreneurship and e-commerce among Aboriginal young people and expose them to the business planning process.

The business planning process is 16 weeks, during which teams of 2 to 4 students complete 7 modules of a business plan. Each module is interactive and teaches students the components of a business plan. Teachers/facilitators also have access to resources to assist with the process. Once the business plans have been completed, teams create a marketing video to go along with their plans, which are judged by BDC.

Qualifying teams are invited to the Competition Gathering which is held in May each year in a different Canadian city, hosted at a university. E-Spirit promotes a stay-in-school attitude, so hosting the gathering on a university campus is important.

The Gathering is comprised of a Trade Show, Presentations and an Awards Gala.

For more information visit bdc.ca/espirit

Alyssa Reid
Editor

Assistant Editor: Aaron Rae
Distribution Coordinator: Lenny McKay

EDITOR'S CORRECTION: In Issue 16, in the article entitled "Where I Am" by Mindy Brooker, we failed to give credit for the photo to Rachel Seenie and credit for the article to Gwenda Nemerofsky. We apologize for this omission.



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LENNY MCKAY
Changing Influences

MESSAGE

**From Cheryl K. Watson,
E-Spirit Project Manager**

Well another year's Gathering and Awards Gala for 2011 has come and gone. I am so proud of the members of our E-Spirit Project team for all their hard work at this year's Gathering. Although we had a few bumps in the road; we all persevered and survived the week! I would like to congratulate all the participants, teachers and chaperones who joined us in Moncton, New Brunswick this year. Your hard work was awesome, I was impressed with your trade show booths and heard your presentations were great! I would like to acknowledge the winners this year, I am confident your families and friends back home were very proud. A BIG THANKS to the University of Moncton, UdeM, our host for the week, and Geneviève Gagné and her staff/colleagues who provided excellent service. Thanks to Sodexo for the delicious food and hard-working team led by Pierre Payant. Moncton Tourism was a brilliant host, but I think I have had my fill of haddock for the next six months!

Please join and register with us for the 12th edition which begins this fall. If you have any questions please check us out on Facebook at 'BDC E-Spirit' or at our website www.bdc.ca/espirit Stay safe during the summer and remember to do the best in your life journeys even if at times it's a rocky road. Remember that I believe in all of you and know you can do whatever you set your mind to and be leaders in your communities.

In my Thoughts and Prayers. Ekosi and Many Blessings.



E-SPIRIT WINNERS



THE TOP 3



Edmée Métivier (right), Executive Vice President, Financing and Consulting, Business Development Bank of Canada (BDC)

EDIBLE BOUQUETS

Melanie Harris and Harriet Little

Children of the Earth High School (Winnipeg, MB)

Facilitator: Leigh Brown

Edible Bouquets – tasty fresh fruits arranged to look like bouquets of flowers that can be eaten. The slogan is “simply delicious!” Seasonal fruits will be cut and arranged to look like flower bouquets. Customers will be able to eat the product and the basket will be a useful decoration when the fruit is finished. Products can be purchased for special occasions, such as birthdays, anniversaries, baby showers, Valentine's Day and any other occasion.

GOLD



Nicole Ladouceur (right), Director General, Aboriginal Entrepreneurship Branch, Lands and Economic Development, Indian and Northern Affairs Canada

KINNIKINNICK TEA HOUSE

Jennifer Fenkhuber, Xavier Gerlib, Dale Tomma and Dani Valgardson

Salmon Arm Secondary – Jackson Campus (Salmon Arm, BC)

Facilitator: Meredith Rusk

With the support of family, friends and community, Kinnikinnick Tea House will build a place for people to feel welcome and relaxed. Kinnikinnick Tea House will offer a variety of indigenous teas and foods to the local and tourist population. Its slogan is to offer its customers “a cup away from an ordinary day.”

SILVER



Lucienne Godbout (right), Director General, Enterprise Development, ACOA Head Office

ANISHINABE WELDING CO.

Anthony Beardy, Seth Harper, Cheyanne Fontaine, Justice Nepinak, Dylan Mason, Danielle Fawcett & Douglas Vance

R.B. Russell High School (Winnipeg, MB)

Facilitator: Cora Bell

Anishinabe Welding Company is an inner-city business operated by Aboriginal young people that creates and sells 3-D signs from recycled materials such as wood and sheet metal. Through a process of design, plasma cutting, welding and woodwork, signs will be created, produced and mounted for the clients. Anishinabe Welding is set apart from other welding companies as it specializes in creating custom signs but is still a welding company.

BRONZE

SPECIAL ACHIEVEMENT AWARD WINNERS

MOST ORIGINAL PRODUCT OR SERVICE **ALGONQUIN REMEDIES**

**Wesley Tenasco, David Whiteduck,
Mike Brascoupe & Alexander Thran**

Kitigan Zibi Kiknamadinan (Maniwaki, QC)

Facilitator: Amanda Buckshot

In every city of every country of every continent, there is someone on this planet who is sick and there is only one saviour for these people... Algonquin Remedies. The business will offer a natural alternative to modern day medicine by using products made from organically grown herbs and plants with no additives. Algonquin Remedies will use raw materials that are gathered right from the natural source, just as our predecessors did in the past.



Lenny McKay (Right)
BDC Aboriginal Banking, intern

MOST ORIGINAL BUSINESS NAME **SITEST TEY – NIGHT TO PERFORM**

**Martina Rennie, Justine Tom,
Britney Saul & Nina Sidorczuk**

Salmon Arm Secondary – Sullivan Campus (Salmon Arm, BC)

Facilitator: Glen Jollymour

Sitest Tey – Night to Perform is a combination of live musical exploration and retail. The company will be a medium for people from all walks of life to have a chance to express themselves musically within a positive and supportive environment. Using Sitest Tey's concert venue, these unsigned artists will be able to sell general merchandise such as CDs and clothing.



Clarissa Thomas (right), Most Original
Business Name award winner, E-Spirit 2010

MOST INNOVATIVE MARKETING CONCEPT **NATIVE ART KITS**

Michelle Benjamin and Destiny Wolf

Children of the Earth High School (Winnipeg, MB)

Facilitator: Leigh Brown

Native Art Kits is a business which supplies and gives instructions for making beautiful Aboriginal craftwork such as dream catchers, drum key chains or mini-headaddresses. Native Art Kits believes making crafts together is also an opportunity for groups to bond and develop community spirit and learn about Aboriginal culture and traditions. The kits come complete with all the materials required to create a piece, along with instructions and the teaching related to it. Kits will be sold primarily to schools, community centres and group homes.



Jim Jordan (right),
Vice President of
Corporate Purchasing,
JD Irving

BEST LOGO DESIGN **KIWEQUOT PUBLISHING**

Brianna Decontie

Kitigan Zibi Kiknamadinan (Maniwaki, QC)

Facilitator: Amanda Buckshot

KiweQuot Publishing will be a successful business helping Aboriginal young people have a voice by offering publishing services to promote them as aspiring writers from Quebec and Ontario. This will be an opportunity for the larger Canadian population to read Native youth writings and have a different perspective on Aboriginals.



Wilson Neapew (right),
National Director,
BDC Aboriginal Banking



Elder Gwen Bear (right) and Elder Donna Augustine (second from right)

ENVIRONMENTAL AWARENESS E-RECYCLING CORPORATION

Holly Bennett and Autumn Owl

Espanola High School (Espanola, ON)

Facilitator: Arnela Bennett

E-Recycling Corporation will be located on the Sagamok Anishnawbek First Nation and will offer a reasonable amount of money for unwanted electronics. It will provide recycling clients with a range of services including on- and off-site assessments, removal services, logistics, demanufacturing, resale, and secure data destruction.



Mindy Ward-Waye (right)

OUTSTANDING VIDEO PRESENTATION MEMBERTOU TRENDS

Brandon McNeil, Tyler McNeil, Mathew Pabon Christmas, Jenna Bernard

Sydney Academy (Sydney, NS)

Facilitator: Gloria Johnson

Wearing Aboriginal clothing will bring you one step closer to Aboriginal culture. Membertou Trends will be a trendy clothing and accessories store located in Membertou First Nation, selling all the latest fashions and up-to-date stylings of clothing and accessories that are associated with Aboriginal culture.



Emmy Grégoire (right)

BEST TEAM SPIRIT CHICK TIPS NAIL BOUTIQUE

Jessica Davidson and Torrie Nicholas

Pleasant Valley Secondary School (Armstrong, BC)

Facilitator: Bernice Jensen

Chick Tips Nail Boutique is a business that offers full nail services in a relaxing and stress-free environment. The business will offer manicures, pedicures, gel nails and unique native nail art designs. Chick Tips Nail Boutique will have an atmosphere that is peaceful, with quiet music and a cozy setting to make customers feel like they are on a mini-holiday.



Lyle Vicaire (right), Mi'kmaq Maliseet
Atlantic Youth Council

E-SPIRIT AMBASSADOR STONE BULLS AND BRONCS

Dallas Bearspaw, Butch Holloway and Douglas Twoyoungmen

Canmore Collegiate (Canmore, AB)

Facilitator: Jeff Horvath

Stoney Bulls and Broncs is a native-owned and operated business from the Nakoda/Stoney Nation on the eastern slope of the Rocky Mountains. Its goal is to be the best First Nations' rodeo livestock provider in Western Canada. Its bulls and broncs are to be feared by the riders and loved by the crowds. Its slogan is "The Sioux who provides the Bulls and Broncs for you!"

BEST TRADE SHOW DISPLAY FRAMING WINNIPEG

Haven Lee Afflick

R.B. Russell High School (Winnipeg, MB)

Facilitator: Cora Bell

Framing Winnipeg is a photography company which focuses on scenic digital snapshots of the city of Winnipeg, Manitoba. The photos will showcase the beauty of the city and will be available in a variety of frames with unlimited sizes and image textures. Purchasing these photographic images of the sites and areas of Winnipeg will allow customers to display a piece of the city's history in their living rooms, scrap books or offices.



Pierre Martell (right),
Martell Home Builders Inc.

BEST PRESENTATION NEECHI HANDBAGS

Amber Asp-Chief

Kitigan Zibi Kiknamadinan (Maniwaki, QC)

Facilitator: Amanda Buckshot

Neechi Handbags is an international line offering handbags, clutch purses and laptop bags with unique and authentic Native designs inspired from Aboriginal culture. These handbags offer a new trend in the fashion world and promote a positive image of the Aboriginal arts. NEECHI stands for Native, Exotic, Eccentric, Classy, High Quality and Intense, because it leaves you wanting more!



Rodney Carrier (right),
Vice President,
Financing and Consulting,
BDC Moncton

CULTURAL EXPRESSION KINNIKINNICK TEA HOUSE

Jennifer Fenkhuber, Xavier Gerlip, Dale Tomma and Dani Valgardson

Salmon Arm Secondary – Jackson Campus (Salmon Arm, BC)

Facilitator: Meredith Rusk

Refer to Silver Award



Roger Augustine (centre), AFN
Regional Chief, New Brunswick/
Prince Edward Island

BEST USE OF TECHNOLOGY ANISHINABE WELDING CO.

Anthony Beardy, Seth Harper, Cheyanne Fontaine, Justice Nepinak, Dylan Mason, Danielle Fawcett and Douglas Vance

R.B. Russell High School (Winnipeg, MB)

Facilitator: Cora Bell

Refer to Bronze Award



Honourable Lieutenant-Governor of
New Brunswick Graydon Nicholas (right)

DAY ONE

trade show



The 11th Annual E-Spirit Trade Show marked the beginning of the 2011 E-Spirit Competition Gathering. Held at Pavillon Rémi-Rossignol at the Université de Moncton campus, the trade show was busy. After the opening ceremonies the judges hit the floor with their clip boards and pencils ready. The entire morning was buzzing with energy as each team explained its business to two sets of judges as well as peers.

DAY TWO presentations

Sharpened by their tradeshow experience, all 79 E-Spirit teams were set for the second day of the Competition Gathering: Presentation Day. Teams were separated into three lecture halls and had 10 minutes to complete PowerPoint presentations to the judges while in front of their peers. Business ideas varied and included cafes, welding services, transportation services, to mention just a few; teams were out to impress the judges with their business ideas.

Photos from the lecture halls can be seen below.



Teams gather for morning announcements and finalist presentations

DAY THREE finalist presentations

Out of the 79 teams, the top 3 teams from each lecture hall were selected to compete in the top 9 finalist presentations. On the final morning of the Gathering the top 9 teams went head to head for the Special Achievement Award for Best Presentation.

AWARDS GALA

& DANCE

Mindy Ward-Waye performing at the E-Spirit Awards Gala



The 11th Annual E-Spirit Awards Gala was a celebration of hard work, determination and perseverance. Teams gathered in excitement and crossed their fingers hoping to reach one of the top spots. The Top 3 (Gold, Silver and Bronze) Awards are given to teams with the strongest business plans and 12 Special Achievement Awards are given to teams that exemplify strength in different areas. With celebration comes music and dance, and we had a lot in store for the teams.

GALA ENTERTAINMENT

Linsay Willier, MC



We were very excited about this year's entertainment lineup! Our MC was the beautiful Linsay Willier from Canada's Next Top Model. James Jones from So You Think You Can Dance Canada rocked the opening of the Awards Gala with an amazing dance feat. Winnipeg's own Don Amero wowed the crowd with his awesome songs, and local singer Mindy Ward-Waye sang a beautiful rendition of The Climb by Miley Cyrus in her Mi'kmaq language. Getting the crowd pumped up was local hip-hop artist Blake Francis, featuring Scrilla and Beatz. From the overwhelming cheers and applause from the audience, we can say the audience was as excited as we were.

Closing the evening with an Honour Song, Elsipogtog Spirit Drummers sang their song exceptionally well.

Following the 11th Annual E-Spirit Awards Gala, the DJ Dance Party began. Students, teachers and chaperones were given a chance to let loose, have fun and celebrate their achievements.

Local drum group Elsipogtog Spirit Drummers closes the night with an Honour Song



Don Amero wows the audience with band member Kim.



ADDRESS BY VICE-RECTOR NEIL BOUCHER

UNIVERSITÉ DE MONCTON

Dear students, ladies and gentlemen, mesdames et messieurs,

It is a pleasure for me to join you this morning for the opening ceremony of BDC's 11th E-Spirit National Aboriginal Youth Business Plan Competition. I am particularly pleased to welcome the participants from the 37 Canadian schools who qualified to attend this event in Moncton. Welcome to our university! Bienvenue chez nous!

This week you will get a chance to meet other young people from across this great country who, like you, have shown an interest in entrepreneurship. Some of you will also discover a city, a province through this experience.

I find it completely natural that you are here at this university, which was created to provide quality higher education for Acadians in their own language. After all, your ancestors were a great help to ours when they arrived on Canadian soil over 400 years ago. As the biggest exclusively French-language university outside Quebec, the Université de Moncton is a French-speaking institution of higher education, recognized for the excellence of its study and research programs. Today it has over 5,000 students from forty countries. I can assure you that we spare no effort in helping students integrate and adjust both to university life and to the academic sector.

Many of you will choose to pursue your post-secondary education in an institution like ours.

Some of you may even decide to study here. Whatever you choose to do after you graduate, you are very fortunate to have been able to participate in this event and I applaud BDC Canada for this initiative.

Enjoy your stay at the Université de Moncton.
Good luck to all the participants!



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E-SPIRIT

SPONSORS



SUPPORTER

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Project Team, Volunteers & Judges ACKNOWLEDGEMENT

The E-Spirit Project Team at BDC Aboriginal Banking would like to send our most sincere thank you to all the E-Spirit volunteers this year. Your time and work is what continues to make E-Spirit such a wonderful event year after year. We have the utmost gratitude and appreciation for the volunteers; without them E-Spirit would not run as smoothly as it does.

Here's to another year well done, bravo!

Non-BDC employees and organizations

Jaclyn Thibault • Jason Thibault • Shawn Ouellette • Kyra Wuttunee
Louise Watson • Matthew Watson • Lynn Hébert • Marc Gallant
Brannan Walsh • Connor Walsh • Darrah Beaver, NBAWES
Anita Boyle, North Shore Micmac District Council • Wendy Wetteland,
New Brunswick Aboriginal Peoples Council • Mike Hennessey, Joint
Economic Development Initiative Inc.

BDC employees

Maria Constantinescu • Alain Lamontagne • Natacha Vanhamme
Paul Phillon • Jeff Billingham • Laureine Lesaux • Donna Fournier
Janet Thibault • Florence Rose • Annie Noël • Bernice LeBlanc
Bob Prince • Brigitte Dupuis • Carol Doucet • Angele Cormier
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Joanne Richard • Joel Pelletier • Karalee Allain • Karen Baroual
Linda Savoie • Lisa Laforge • Lise LeBouthillier • Louise Tingley
Lynn Hébert • Marc Gallant • Margo Green • Michelle LeBlanc
Monette Duguay • Nadine LeBlanc • Rebecca Lyons • Rodney Carrier
Rosemary Walsh • Shannon O'Brien • Stuart Musgrave • Terri Mann
Vanessa King • Bridget Baker • Lina Castellano • Ryan Chaves
Nathalie Dagesse • Kathy Grocholski • Scott Hosfield • Jeremy Lai
David Lapp • Jonny Loewen • Suzanne Bérard • Michael McCaffrey
Jim Park • Allison Pell • Jackie Porco • Marc Virgo • Richard Engel
John Salvatore • Tom McBride • Harry Nichols • Jeff Van Dinter
Steve Soper • Jeff Henderson • Andreja Grcic • Mark Mackenzie
Scott Lewis • François Carrière • Gérald Gagnon • Josée Drapeau
Marie-Josée Thibault • Josée Leclair • Guy Gervais • Michel Dubuc
Chantal Parent • Ken Sims • Kendall Newell

BDC Aboriginal Banking:

Cheryl K. Watson • Dianna Hudson • Wilson Neapew • Alyssa Reid
Monica James • Patrick Lamarre • Aaron Rae • Lenny McKay
Kelsey Holness • Vanessa Kozak • James Stevens • Angel Ward
Catherine Debassige



VIEWPOINT



LENNY MCKAY

changing INFLUENCES

Hello.
My name is
Lenny McKay;
I come from
Sagkeeng First
Nations in the
province of
Manitoba. To
me the future is
important and
I see the value
in education;
as a result,
working toward a
university degree
is one of my top
priorities.

I am currently in my first year of studying at the University of Manitoba, and plan to obtain a Bachelor of Commerce degree. My goal is to major in Aboriginal Business Studies; this is a commerce major that focuses on understanding multicultural contexts of doing business throughout Canada, focusing on community and economic development in conjunction with Aboriginal peoples on and off reserves. It is my belief that, through economic development and working together with various First Nations communities throughout Manitoba and Canada, the lives of Aboriginal people can be improved and conditions of poverty can be lessened. In choosing to pursue this vision of a better life for First Nations peoples and to go into the field of business, my decision was not without its influences.

My main influence was having lived within the North End of Winnipeg, Manitoba, where I experienced poverty myself first hand. Being surrounded by gangs, drugs, and violence found in the North End was not without its struggles. I've lived knowing what it's like to go without electricity, food, and other things people often take for granted. Nevertheless, I persevered and proved that no matter what conditions someone grows up in, they can succeed against all odds. From these experiences, I knew I had to make a change both in the North End and the larger community. However, it wasn't until I got some experience with the business and entrepreneurial world that I realized how I can make a change.

This experience came from the E-Spirit National Aboriginal Youth Business Plan Competition organized and run by the Business Development Bank of Canada (BDC). As a former participant in the competition I learned what it took to create and start up a business and learned just how much of an impact the right businesses can have on improving a community. In my third and final year of participation in E-Spirit, I won two awards for my business idea Skaabe Technology Training. It was a business idea that focused on teaching basic computer skills to the public. Subsequently, my success and participation in E-Spirit also helped me win the Manitoba Aboriginal Youth Achievement Award for Business/Entrepreneurship in November 2010.

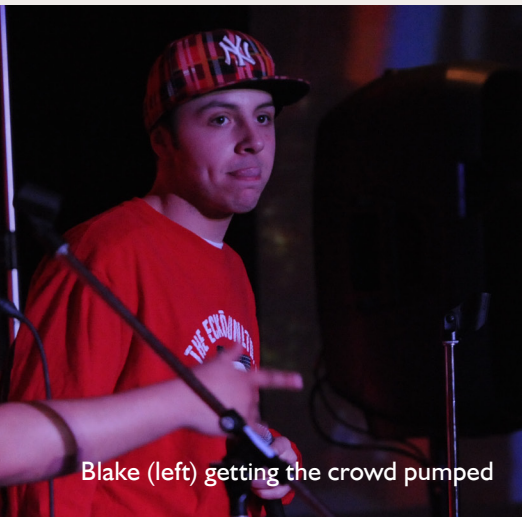
Last but not least was my participation in the Martin Aboriginal Education Initiative, created by former Prime Minister Paul Martin. The program itself was based on a fairly simple principle similar to that of E-Spirit – introduce Aboriginal youth to the world of business and entrepreneurship. This program was unique in Manitoba and exclusive to my high school. During my time I had the opportunity to meet Paul Martin himself, along with his son and other well established people. Overall it was a great opportunity that helped me further expand my knowledge and gain more practical business skills.

As of now, I am currently working with the BDC internship program offered through the National Aboriginal Banking Unit, and love being able to give back and help the people who helped me realize where I want to go in life.

Editor's note: Not only is Lenny a past E-Spirit participant and winner, he is also a BDC Aboriginal Banking intern.



Maliseet Elder Donna Augustine



Blake (left) getting the crowd pumped



Mi'kmaq Elder
Gwen Bear

