

soar MAGAZINE

SPECIAL EDITION
E-Spirit
Gathering
2012

Business Development Bank of Canada
Aboriginal Banking
155 Carlton Street, Suite 307
Winnipeg, Manitoba R3C 3H8
bdc.ca

WELCOME

BDC E-Spirit Aboriginal Youth Business Plan Competition

Just like the Winnipeg Jets have done, the 12th annual BDC E-Spirit Gathering has finally come back to Winnipeg! After 11 years of being held at various universities across Canada, the Gathering came to the University of Manitoba in Winnipeg this year. The U of M hosted BDC E-Spirit in its inaugural year in 2001, and both the university and the competition have seen quite a few changes since then!

This year, most of our events took place in three buildings—the University Centre, the Max Bell Centre, and the Engineering and Information Technology Complex. Students, chaperones and facilitators also stayed on campus, bunking in the Mary Speechly Residence. I would like to take this opportunity to thank the University of Manitoba and the staff for being so hospitable and making our teams feel right at home.

The BDC E-Spirit Gathering enables participants to live the “university life” for one week and to connect with other students as they support each other during the events. We are proud to give Aboriginal youth from across Canada an opportunity to present their ideas, showcase their work and celebrate their achievements!

Read on to learn more about the Gathering and don't forget to visit our Website at www.bdc.ca/espirit for more information on how you can get involved next year. Also, check out our Facebook and Twitter pages (@BDC_ESpirit) for pictures of—and reactions from—our teams.

Happy reading,

Dianna Hudson
Editor

Assistant Editor: Aaron Rae
Produced by GB Design Studio
Photo Credits: Fred Cattroll, Cattroll Photo Associates

Message from Cheryl K. Watson, BDC E-Spirit Project Manager

As an original BDC E-Spirit Project Manager, allow me to take you back to 2001, when BDC E-Spirit—the national Aboriginal youth business plan competition—was born and introduced to the world in Winnipeg, Manitoba. How GREAT it is to be in Canada's capital for Aboriginal urban nations again!

This year's Gathering and Awards Gala took place in the BDC E-Spirit's hometown and was one of the most relaxed gatherings and awards galas for me so far. Perhaps it was the familiar scenic views on the way to the University of Manitoba or the fact the Aboriginal Banking Unit was a short drive away, or maybe it was that I was able to sleep at home in my trusty and familiar environment for some of the week. Whatever the reason, it was an awesome week for the Gathering and a record-setting Awards Gala event!

With only a few hiccups on Arrival Day, everyone was settled into the residence by midnight. The Tradeshow was back, bigger and better this year in the large space at the Max Bell Centre. We could do no wrong in creating the feel of a real tradeshow environment, which has not been the case for the last few gatherings. Going with a traditional tradeshow was a refreshing change. The theatres in the Engineering and Information Technology Complex made it feel so real when the participants were presenting to their peers.

Finalist Day started off with a bang. Stan Wesley pumped up the participants with his high-energy youth-empowering workshop, which was followed by some great finalist presentations!

Finally came the Awards Gala, which we completed in record time. To top it off, we had 16 awards to present, so bravo! The stages' set design was a fine demonstration of glamour, and the great entertainment was a giant success. At this year's Gathering, the BDC E-Spirit Project Team proudly showcased our hometown of Winnipeg to the participants, teachers and chaperones! We do hope their stay in Winnipeg and in the traditional territory of Treaty One was excellent.

Please remember to register to join us for the 13th edition, which will take place in Kamloops, British Columbia, next year.

Have a fun-filled and safe summer! Know that I believe in you, and I hope you believe in yourselves. Ekosi.

Many blessings,

Cheryl K. Watson



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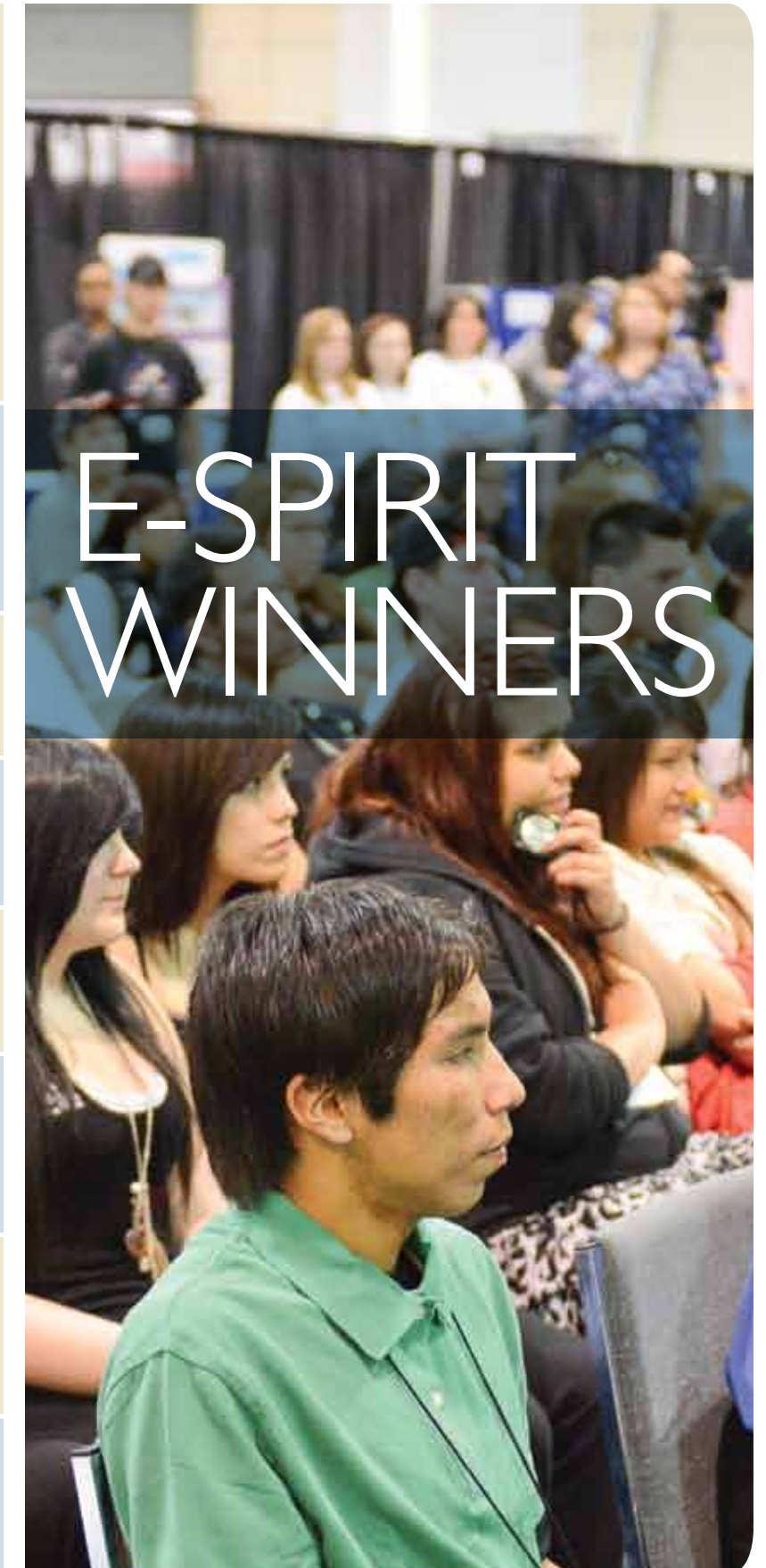
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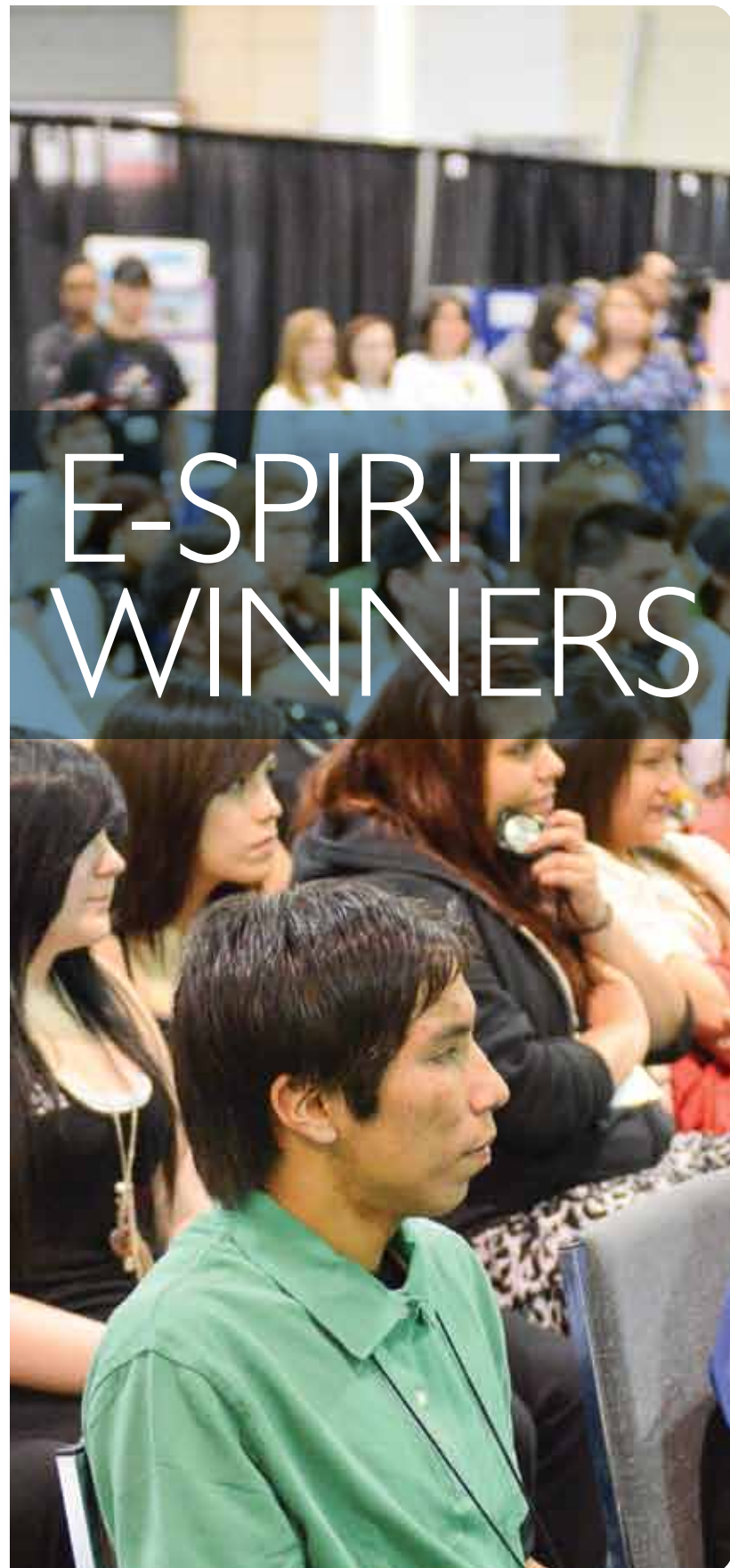
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BDC E-SPIRIT ANNOUNCEMENT



ASPER School of BUSINESS

ABORIGINAL BUSINESS EDUCATION PARTNERS

In June 2010, Dianna Hudson—one of two BDC E-Spirit Project Managers—met with staff from Aboriginal Business Education Partners (ABEP) at the University of Manitoba's Asper School of Business to inform them that BDC E-Spirit was finalizing plans to host its 2012 competition at the university. At the close of that meeting, Dianna invited the Asper School of Business and the U of M to follow the lead set by a former BDC E-Spirit host, Université Laval, and offer a \$1,000 scholarship to a participant attending the competition finals.

Nationally recognized for its Aboriginal-focused programs and community, the U of M readily accepted the invitation.

"BDC's friendly challenge to the university was an easy one to accept," said Dr. Wanda Wuttunee, Director of ABEP, on the decision to offer the scholarship. "It is very inspiring to see so many of our Aboriginal youth embrace the entrepreneurial spirit fostered by the competition."

Any BDC E-Spirit participant who wishes to study at the Asper School of Business is eligible to apply for the scholarship. "We are hopeful that through their participation in BDC E-Spirit, students will be inspired to pursue post-secondary education upon graduation from high school," Wuttunee explains. "For students who are interested in a business education from the Asper School of Business, ABEP is happy to work with them from their first day straight through to graduation."

Recognized by the business community as "Manitoba's business school," the Asper School of Business offers students many opportunities to grow academically, professionally and personally.



Peter Pomart, Program Coordinator, and Desiree Pachkowski, Program Recruiter and Advisor

The school provides countless leadership development opportunities, from career development workshops, co-op work terms and volunteer opportunities through the Commerce Students' Association, and networking events with Manitoba business leaders.

Social events, student groups and clubs, and a rigorous International Exchange program provide students with even more opportunities for personal growth. By the time they graduate, students enter the workforce with well-rounded experience and a prestigious degree from an internationally accredited school.

"In addition to the many great opportunities offered by the Asper School of Business, ABEP offers additional services that truly enhance your experience," says Desiree Pachkowski, Program Recruiter and Advisor for ABEP.

ABEP students have access to exclusive networking events with corporate partners interested in hiring Aboriginal students for summer and permanent positions, as well as thousands of dollars in scholarships, awards and bursaries, and free tutoring services.

For more information about how ABEP can enhance your experience at the Asper School of Business, please visit umanitoba.ca/asper/abep or call 204-474-9508.

DAY ONE

1 Tradeshaw

Over the 16 weeks leading up to the Gathering in Winnipeg, BDC E-Spirit teams from across Canada prepared business plans, marketing videos, tradeshaw booths and presentations. Held at the Max Bell Centre at the University of Manitoba, the tradeshaw fully immersed the teams in the BDC E-Spirit experience. Teams had an opportunity to network and to see other projects as the judges circled the room. The day concluded once the last team was judged.



DAY TWO



Presentations

Presenting to an audience can be a daunting task. The presentations gave teams the experience of presenting a plan to judges well versed in business. The 55 teams were separated into three lecture halls and each given 10 minutes to present. Teams were marked on such criteria as creativity, clarity and participation.



DAY THREE



Finalist Presentations

From each lecture hall, the best three presentations were picked to present in the final nine. Every BDC E-Spirit team was present and there was a special panel of judges. The highest scoring team received the special achievement award for Best Presentation.





AWARDS GALA

Master of Ceremonies Stan Wesley



Melissa St. Goddard



Cassidy Mann



Winston Wuttunee

In Winnipeg, the traditional territory of Treaty One and hometown of the BDC E-Spirit Project Team, BDC hosted the 12th Annual BDC E-Spirit Awards Gala.

Coming full-circle to where BDC E-Spirit began in 2001, on the University of Manitoba campus, was quite an accomplishment. Who would have imagined how far E-Spirit would come and how many Aboriginal youth it would influence across Canada (more than 5,700 to date)?

This year, some of the winners who took home prizes were from Winnipeg, which made it an especially sweet victory for them. We made 16 award presentations—including a new social media award this year—in a record-setting time of two hours and 23 minutes. Wow!

We featured up-and-coming talented Aboriginal youth, Cassidy Mann and Melissa St. Goddard, and balanced it with entertainment veterans, Winston Wuttunee and Ray "Co-Co" Stevenson. The reception afterward was a great example of elegance, featuring fine cuisine by an outstanding chef at the University of Manitoba. This year, the Awards Gala venue was a stone's throw from the residences, which made it even easier for everyone to get home safely. The dance this year was special in that all the participants got to dance on stage. A fantastic end to a fabulous week!

TOP 3 BUSINESS PLANS



Paul Buron, Executive Vice President and Chief Financial Officer, Interim Executive Vice President, Financing and Consulting, BDC (Left)

LITTLE NEECHIES ARTS AND CRAFTS

Courtney Johnston, Brittany Laplante and Jestine McKay (Absent: Sierra Cromarty)
Children of the Earth High School (Winnipeg, MB)
Facilitator: Leigh Brown

Little Neechies Arts and Crafts is a business offering affordable and unique handmade Aboriginal crafts that come assembled or unassembled. The company sells craft kits containing instructions and all the materials necessary to make Aboriginal crafts, such as headdresses, dream catchers and drum key chains. In the assembly kits, Little Neechies includes a history of the craft that explains its meaning and relevant teachings about it. The company's slogan is "We do the work. You make the craft." Its mission is to provide the best products and service, while using authentic materials.

GOLD



Steve White, Aboriginal Affairs and Northern Development Canada (Left)

REZ-ZIDENCE

Justin Harper and Bradley Bushie (Absent: Tyler Belanger and Brandon Pottinger)
Children of the Earth High School (Winnipeg, MB)
Facilitator: Leigh Brown

Rez-zidence provides affordable, safe housing for northern Aboriginal students who are attending high school or university in Winnipeg. The company's market comprises the hundreds of Aboriginal youth who leave their homes and families in northern communities each year to attend school. The company's slogan is "A home away from home," and its mission is to provide safe housing for reserve students, as well as culturally based activities and tutors to help them succeed in their academic life. In 10 years, the business aims to grow to three houses providing residence services for up to 20 students.

SILVER



Scot Speiser, Vice President, Financing and Consulting, BDC (Right)

EUPHORIC VISIONS

Danika Phillips, Maria Phillips and Drake Perry
Children of the Earth High School (Winnipeg, MB)
Facilitator: Leigh Brown

Euphoric Visions is a photo gallery in the West End of Winnipeg. Three partners developed the project with the goal of sharing and selling art photography. *Euphoric Visions* targets art lovers. Its slogan, "The Release from Reality," summarizes the mission of the company—helping people take a moment from the daily rush to think about the meaning behind the photos. By 2015, the company aims to become a strong contributor to the Manitoba art scene.

BRONZE

SPECIAL ACHIEVEMENT AWARD WINNERS

continued on next page

MOST ORIGINAL PRODUCT OR SERVICE

NEECHIMATCH.COM

Storme Crabbe, Shania West, Desiree Marchand and Muriel Quewezance
Four Directions Storefront School (Kamloops, BC)
Facilitator: Laverne Tremblay

Neechimatch.com is an online dating and social Website which offers a place for First Nations, Métis and Inuit people to meet and socialize with their peers. The Website requires people to pay a membership fee before they can reply to or e-mail other members. Clients who get three other members to sign up will receive three months free of charge. Online advertising will provide a second source of revenue. *Neechimatch.com* has ambitious goals—to get at least 500 people to sign up in the first month, and another 3,000 in the following three months.



James B. Wilson, Treaty Commissioner, Treaty Relations Commission of Manitoba (TRCM) (Right)

MOST ORIGINAL BUSINESS NAME

EUPHORIC VISIONS

Maria Phillips, Danika Phillips and Drake Perry
Children of the Earth High School (Winnipeg, MB)
Facilitator: Leigh Brown

Refer to Bronze Award.



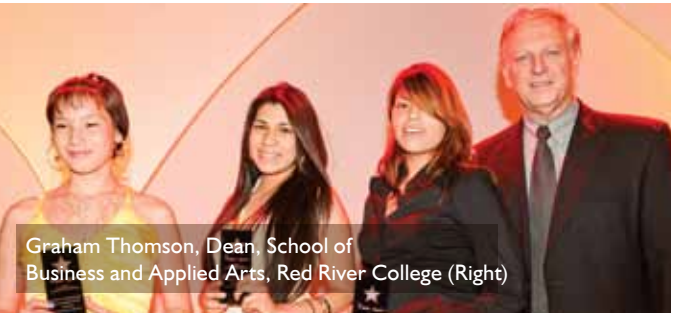
Kayla Dickin, Youth Market Manager, MTS (Right)

MOST INNOVATIVE MARKETING CONCEPT

LITTLE NEECHIES ARTS AND CRAFTS

Courtney Johnston, Brittany Laplante and Jestine McKay
(Absent: Sierra Cromarty)
Children of the Earth High School (Winnipeg, MB)
Facilitator: Leigh Brown

Refer to Gold Award.



Graham Thomson, Dean, School of Business and Applied Arts, Red River College (Right)

CULTURAL EXPRESSION

REZ-ZIDENCE

Bradley Bushie and Justin Harper
(Absent: Tyler Belanger and Brandon Pottinger)
Children of the Earth High School (Winnipeg, MB)
Facilitator: Leigh Brown

Refer to Silver Award.



Cheryl K. Watson, BDC E-Spirit Project Manager, BDC Aboriginal Banking (Left)

BEST USE OF TECHNOLOGY

TWIG HOCKEY

Brianna McGregor and Jordon Jacko
Kitigan Zibi Kikinamadinan (Maniwaki, QC)
Facilitator: Amanda Buckshot

Twig Hockey manufactures basic hockey equipment for children aged 4 to 11. The equipment is designed to “grow” with the child for up to two hockey seasons. The *Twig Hockey* team developed its products in response to the complaints of many parents about the high cost of replacing hockey equipment as their children grow. The company decided to manufacture expandable elbow pads, knee pads, shoulder pads and gloves. Prices range from \$30 to \$60 per item. *Twig Hockey* is located in Kitigan Zibi, Quebec, and plans to sell its products through retail chains in the Outaouais region.



Deborah G. Young, Executive Lead for Indigenous Achievement, Office of the President, University of Manitoba (Right)



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

BEST LOGO DESIGN

ABORIGINAL THEATRE AND ARTS

Autumn-Lee Wozny and Jade Thompson
(Absent: Raven Catchway and Cody Ducharme)
Children of the Earth High School (Winnipeg, MB)
Facilitator: Leigh Brown

Aboriginal Theatre and Arts offers affordable training to young Aboriginal people to help them work in the movie industry. Under the slogan “Learn. Create. Express yourself,” the company helps Aboriginal people develop their movie-making skills—including acting, directing and producing. The company will also apply for grants to help clients make their own movies. The company’s target market is Winnipeg’s Aboriginal community, where research indicates there are no other companies offering this type of service.



Lisa Squire, Director of Marketing, Aboriginal Peoples Television Network (Right)

OUTSTANDING VIDEO PRESENTATION

ALGONQUIN THREADS

Shauna Jerome and Alex Tenasco
Kitigan Zibi Kikinamadinan (Maniwaki, QC)
Facilitator: Amanda Buckshot

Algonquin Threads is a retail business offering original Native designs online and through its store in Kitigan Zibi, Quebec. The company sells a variety of products, such as Native designed T-shirts, beaded jewellery and ribbon shirts. One of the company’s partners will be responsible for design, while the other will manage the store. The *Algonquin Threads* team believes its strengths are the diversity of its offerings its commitment to clients and its online store. In five years, the company plans to begin expanding to other physical locations across Canada.



ENVIRONMENTAL AWARENESS

THE ANISHINABE EXPERIENCE

Wesley Tenasco and River Tenasco
Kitigan Zibi Kikinamadinan (Maniwaki, QC)
Facilitator: Amanda Buckshot

The Anishinabe Experience provides hunting and fishing tours in Quebec’s La Vérendrye Park. The company’s different packages offer customers an opportunity to spend time outdoors, learn how to hunt properly and respectfully, and find out about traditional ways of life and Native teachings. Prices range from \$75 for a fishing day to \$2,000 for a two-week hunting package. The price of each trip includes cabin accommodation and everything needed to prepare meals, hunt or fish. An experienced Algonquin guide accompanies each client or group throughout their trip. The company’s goal is to expand to another location in five years.

SOCIAL MEDIA AWARD

EMICHAEL PRODUCTIONS

Erick Michael and Damien Cox
(Absent: Darien Baker)
Zeballos Elementary Secondary School (Zeballos, BC)
Facilitator: Natalie Nelson

EMichael Productions is a musical group located in Zeballos, British Columbia. The group has been producing music for more than a year and shares it freely on YouTube. The next step is to create a formal structure for the company and move from free to paid content. For a royalty fee, *EMichael Productions* provides digital overlays for vocal artists using its original instrumentals. The company’s aim is to stand out from the crowd through original music and reasonable prices. *EMichael Productions’* plans also include establishing a music label.



Lindsay Hourie, Community Development Worker, Oshki Anishinabe Nigaaniwak, City of Winnipeg (Right)

BEST TRADE SHOW DISPLAY

GREASE TRAIL ARTS
Karista Olson, Bryan Beatty and Colin Teasdale
The First Nations High School (Hazelton, BC)
Facilitator: Kristin Barnes

Grease Trail Arts' mission is to provide knowledge and understanding of Gitxsan Art through instructional how-to kits. Each kit contains all-natural materials and is designed and produced by a team of Gitxsan artists. The kit comes with a complete set of materials, instructions and a design template to learn the same techniques that Gitxsan artists use, and is suitable for ages 7 and up. The company supplies the kits to arts and crafts stores, museums, schools, teachers, youth, and the tourist industry. *Grease Trail Arts* intends to create meaningful employment and provide an avenue for consumers to experience a piece of Gitxsan heritage.



BEST TEAM SPIRIT

MKUSNIK FOR EVERYONE
Jenna Bernard, Jody Paul and Zacchary Paul
(Absent: Caroline Sylvester)
Sydney Academy (Sydney, NS)
Facilitator: Gloria Johnson

Mkusnik for Everyone offers a variety of shoes and incorporates symbolism through traditional designs and styles from a variety of ethnic backgrounds, including the culture of its owners! Their aim is to provide a comfortable fit for everyone. The word *mkusnik* comes from their Mi'kmaq language, meaning "shoes," so the business name is translated as "Shoes for Everyone."



E-SPIRIT AMBASSADOR

AURORA FOUNDATION
Tanner Goodstoney, Clancy Kaquitts, Brandon House and Jonah Daniels
Canmore Collegiate High School (Canmore, AB)
Facilitator: Jeff Horvath

Aurora Foundation creates merchandise that provides a twist in headwear fashion by combining Aboriginal beadwork with baseball hats. Its brand of hats allows the company's owners to retain their cultural traditions while working in the clothing industry. The business plan will be expanded in the future to include other products, such as T-shirts and sweaters. The company's goal is to grab the attention of Canadians with custom and cultural designs. Its slogan is "Cultural recognition, one sale at a time!"



BEST PRESENTATION

TORNGASK & KEUKUATSHEU
Nykesha Gregoire and Rachel Watts
Lake Melville School (Lake Melville, NL)
Facilitator: Marilyn Chubbs

Torngask & Kuekuatsheu is a collection of Innu and Inuit legends of Labrador compiled in a children's book, offering Native knowledge, legends and traditions. This product is unique because few Innu legends of Labrador are available in written form. Inuit legends have never been provided in such a large variety, especially for children. *Torngask & Kuekuatsheu* is sold in retail stores, such as local craft stores, museums, cultural centres and bookstores, but it is also available on a blog for research purposes.



VOLUNTEERS

Project Team, Volunteers, Judges and Presenters

ACKNOWLEDGEMENTS

The BDC E-Spirit Project Team would like to thank all of our volunteers for the time and support they gave to the 2012 competition and Gathering. BDC E-Spirit is all about building bridges and we've built our support network all across Canada, within and outside of BDC. With the combined efforts and commitment of our volunteers, this 12th edition of the BDC E-Spirit ran smoothly.

With much gratitude and appreciation, we acknowledge the following people:

Non-BDC employees
Shawn Ouellette, Isca Wuttunee, Peter Pomart, Desiree Pachkowski, Taylor Poirier, Brenton Thorvaldson, Jason Bourassa, TJ Richard, Mylene Spence, Treaty Commissioner James Wilson (MB), Rob Campbell, Norma Spence, Gilbert Dion, Whelan Sutherland, Preston Roulette, James Warren, Jean-François Côté, Pierre Bastien, Wayne Flamand, Leni Maksimow, Joan Kirouac, Wendy MacNair, Paul Bullock, Carly Soque, Robert Ouellette, Deborah Young, Elder Garry Robson, Elder Florence Paynter, Christine Cyr, Lisa Squire, Graham Thomson, Lindsay Hourie, Elizabeth Marr, Kayla Dickin, Harley Struth, Arnold Asham and the Asham Stompers

BDC Employees
Alain Lamontagne, Natacha Vanhamme, Harjit Bhamra, Laureine Lesaux, Jennifer Hutlet, Barb Archibald, Jacqueline Withoos, Jacqueline Porco, Layne Goodridge, Kathie Grocholski, Scott Hosfield, Shaun O'Malley, Kelly Faubert, Marc Virgo, Michael Selci, Suzanne Berard, Mark Fruehm, Victoria Johnson, Nathalie Dagesse, Jeremy Lai, Patricia Harder, Jim Park, Lina Castellano, Michael McCaffrey, Jonny Loewen, Brentlee Strijack, Marco Garberi, Josee Leclair, Mark Mackenzie, Howard Shears, Carol Doucet, Connie Toft, Nadine Leblanc, Andreja Grcic, Larina Heath, Jeff Henderson, Scott Lewis, Steve Soper, Jeff Van Dinter, Grant Kvemshagen, Tom McBride, Greg Richard, John Salvatore, Marouane Arif, Josée Drapeau, Michel Dubuc, Sylvie Laurin, Florence Mariage, Chantal Parent, Patrick Latour, Paul Buron, Scot Speiser, Maria Constantinescu, Melissa Di Paola, Pascal Lombart, Li-Ming Cunningham and Valerie Legrand

BDC Aboriginal Banking
Cheryl K. Watson, Dianna Hudson, Wilson Neapew, Cindy Allard, Patrick Lamarre, Catherine Debassige, Angela Doerksen, Aaron Rae, Lenny McKay, Kelsey Holness, Madora Moshonsky

2012

BDC E-SPIRIT SPONSORS



MAJOR SUPPORTERS

Canada

Secrétariat
aux affaires
autochtones

Québec



The BDC E-Spirit Project Team offers its sincere gratitude and appreciation to all those who have supported the BDC E-Spirit 2012 Gathering in Winnipeg, Manitoba.

A huge THANKS also goes out to our local business community, which has graciously donated prizes for some of the winning teams: Asham Curling Supplies, MTS, Aboriginal Peoples' Television Network and various departments of the University of Manitoba.

Finally, BDC would like to acknowledge the world-renowned Asham Stompers for providing entertainment during the TradeShow BBQ luncheon.

For information on how you can contribute to the teams for next year's Gathering, please send an e-mail to espirit@bdc.ca.



MTS



ABORIGINAL YOUTH BUSINESS PLAN COMPETITION

CALLING ALL ABORIGINAL HIGH SCHOOL STUDENTS GRADES 10 THROUGH 12!

Whether you have a business idea or just want a chance to discover what entrepreneurship is all about, E-Spirit is a program designed for you!

DATES TO REMEMBER:

- > **September 4 to October 5, 2012**
BDC E-Spirit 2013 Online competition registration
- > **May 14 – 16, 2013**
BDC E-Spirit Gathering and Awards Gala
Thompson Rivers University, Kamloops, BC



For more information:

Cheryl K. Watson, BDC E-Spirit Project Manager
Phone: 204-983-3993 E-mail: espirit@bdc.ca www.bdc.ca/espirit

Canada