

SOAR

MAGAZINE



SPECIAL EDITION

E-Spirit Gathering 2013



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

WELCOME

BDC E-Spirit Aboriginal Youth Business Plan Competition

Welcome to the 2013 special edition of SOAR! As you will see, this issue focuses on our BDC E-Spirit Gathering 2013 and all the events accompanying it. You will read about some of the highlights over the three-day gathering and the winners for each category, including the top prizes.

This year's event was graciously hosted by the Thompson Rivers University in beautiful Kamloops, BC. The E-Spirit teams were surrounded by the splendour of the city and the university itself.

Read on and enjoy!



Dianna Hudson
Editor

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Message From The BDC E-Spirit Project Managers

To be back in beautiful British Columbia for the 2013 Gathering is another dream come true for me as one of the E-Spirit project managers—I have always felt a connection to this province of beauty. This year's Gathering and Awards Gala was in God's country and in the backyard of the Tk'emlúps te Secwepemc First Nation. For this edition, the E-Spirit project team had the difficult task of inviting only the top 35 teams even though 60 teams had finished and met all the milestone deadlines. I was so proud to welcome our strong, hardworking and finest ambassadors from communities coast to coast.

The 2013 Gathering, hosted by the Interior-Salish Secwepemc (Shuswap) speaking peoples of British Columbia, was relaxing and successful... In three words it was "beau-ti-ful."

Please remember to register with us for the 14th edition of E-Spirit, which will bring forth many new and exciting changes. If you have any questions, please check out the BDC E-Spirit Facebook page or visit our website at www.bdc.ca/espirit. Have a fun-filled and safe summer!!

Many blessings,

Cheryl K. Watson

I had the pleasure of performing the role of BDC E-Spirit Project Manager for this year's competition. It was a fantastic experience working with dedicated teachers and community members across Canada who devoted their time and energy to facilitate BDC E-Spirit in their schools. I hope the students who participated in the competition this year had the opportunity to take away a learning experience in business planning and entrepreneurship.

Enjoy reading this special edition of SOAR Magazine as it recaps this year's competition gathering at the Thompson Rivers University in Kamloops, B.C.

Aaron Rae



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TRU

SCHOOL OF Business And Economics

With a student body representing 80 countries, coupled with a suite of flexible business programs running the spectrum from certificate to Master of Business Administration, the Thompson Rivers University School of Business and Economics is indisputably global in perspective and accessible by design.

Situated in the Secwepemc territory of Kamloops, British Columbia, the TRU business school has long embraced its cultural diversity and, through its commitment to create an environment that nurtures the educational aspirations of indigenous learners, plays host to a number of high-quality Aboriginal programs.

When Hafiz Rahman, Associate Professor of Economics, was introduced to the BDC E-Spirit project managers in the fall of 2011, talk quickly turned to the prospect of the TRU School of Business and Economics hosting the 2013 Aboriginal Youth Business Plan Competition.

"With TRU being the university of choice for Aboriginal learners, hosting the event seemed a perfect fit," says Rahman, who is a coordinator for the school's Ch'nook Scholars program.

A venue sponsor for the 2013 competition, the School of Business and Economics participates as a regional partner of the Ch'nook Indigenous Business Education program, which was founded in 2002 by the Sauder School of Business at UBC.



Through the leadership-focused Ch'nook initiative, Aboriginal students enrolled full-time in diploma or degree business programs at TRU have the opportunity to apply to the Ch'nook Scholars program, which operates under the umbrella of the Ch'nook IBE program.

Each scholar chosen for the Ch'nook Scholars program receives a \$2,000 scholarship, expenses-paid attendance at two provincial gatherings, professional photographs, business cards and opportunities to network with industry professionals and other scholars.

Building upon the leadership experience gained in the Scholars program, an offshoot initiative—the Ch'nook Cousins project—provides Aboriginal scholars with the opportunity to give back to their community by way of a fun and interactive event where high school “cousins” are invited onto the TRU campus each spring to co-create imaginative TV ads that encourage young minds to consider post-secondary business education.

In addition to the Ch'nook Scholars program, the TRU School of Business and Economics offers certificates in First Nations Applied Economics and First Nations Taxation Administration.

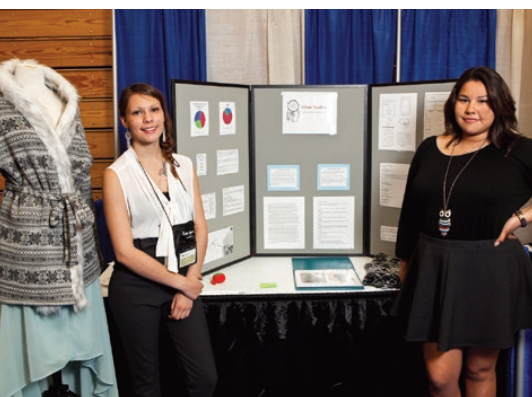
Complementing programs with an Aboriginal focus, the business school plays host to countless other leadership-building opportunities, including networking cabarets with BC business leaders, career development workshops, coop work terms, and international exchange programs—all of which work together to outfit learners with the skills and experience needed to become the business leaders of tomorrow.

For more information on the Ch'nook Scholars and other programs at the TRU School of Business and Economics, visit <http://www.tru.ca/business> or call 250-828-5060.

DAY ONE

Tradeshow

Over the 16 weeks leading up to the Gathering, BDC E-Spirit teams from across Canada prepared business plans, marketing videos, tradeshow booths and presentations. Held in the gymnasium at the Thompson Rivers University, the tradeshow 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 35 teams were separated into two theatres and each given 10 minutes to present. They were marked on such criteria as creativity, clarity and participation.



DAY THREE



3 Workshop

New to this year's gathering was the inspirational workshop day. Students had the opportunity to take in three different speakers; Senator Nancy Greene Raine, Mike Miltimore of Riversong Guitars, Hanwakan Whitecloud of the Aboriginal Business Education Partners, Asper School of Business, University of Manitoba, and Singer / Song Writer George Leach. Each of the speakers shared their accomplishments and paths taken in life. The message of the day was to encourage students to pursue what they were passionate about.

Mike Miltimore
(Riversong Guitars)



Hanwakan Whitecloud
(ABEP, Asper School of Business,
University of Manitoba)



Senator Nancy Greene Raine



AWARDS GALA

BDC hosted the **13th Annual E-Spirit Awards Gala** on the traditional territory of the Tk'emlúps te Secwepemc First Nation members of the Interior-Salish Secwepemc (Shuswap) speaking peoples of British Columbia.

Last year we managed to complete 16 award presentations (in 2012 we added a new social media award) in a record-setting time of two hours and 23 minutes. This year we were under extreme pressure to beat that record and I was really nervous. However, we had an outstanding and supportive co-producer who, by the way, was BDC's YEA second-place winner in 2012, Mike Miltimore of Riversong Guitars. With his awesome energy and unwavering enthusiasm, he ran an incredible production and followed the Awards Gala script to a T. Mike's remarkably creative style made this Awards Gala one of the BEST of the last 13 years! The guests were impressed with the presentations and entertainment, and the incredible lighting and colourful display added to the event's allure—no detail was forgotten.



Singer/Songwriter George Leach

In fact, it was better than an Oscar night in Hollywood, and we certainly set the standard for glamour in Kamloops and Awards Gala shows. Our team was high energy that evening, and we were all happy we only had to deal with one main stage, and that our Master of Ceremonies, Justin Young, had his own stage which ensured a fast pace for entering and exiting.

With only 12 awards this year, we were able to set aside more time for entertainment, which was interactive and provided by impressive and high calibre local artists. This year's dance portion was special in that all the participants got to relax and enjoy nightclub-style dancing on stage—and the lighting was amazing. It was a fabulous way to cap off a fabulous week. Backstage the whole team pulled together to pull off another solidly successful Awards Gala... What's more, once again this year the Awards Gala venue was a stone's throw from the residences, which made it even better for all and everyone got home safely. The evening was, simply put, THE BEST!

See you all next year with more changes and exciting events for a NEW E-SPIRIT 2014!



Stephanie Tenasco



South Secwepemc Singers (Drum Group)



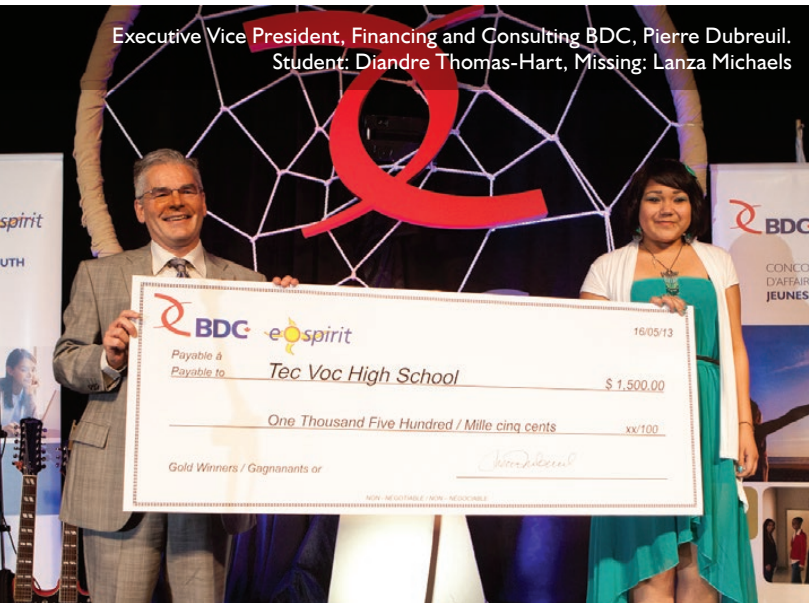
(Emcee) Justin Young



Elder Ernie Phillips

TOP 3 BUSINESS PLANS

Executive Vice President, Financing and Consulting BDC, Pierre Dubreuil.
Student: Diandre Thomas-Hart, Missing: Lanza Michaels



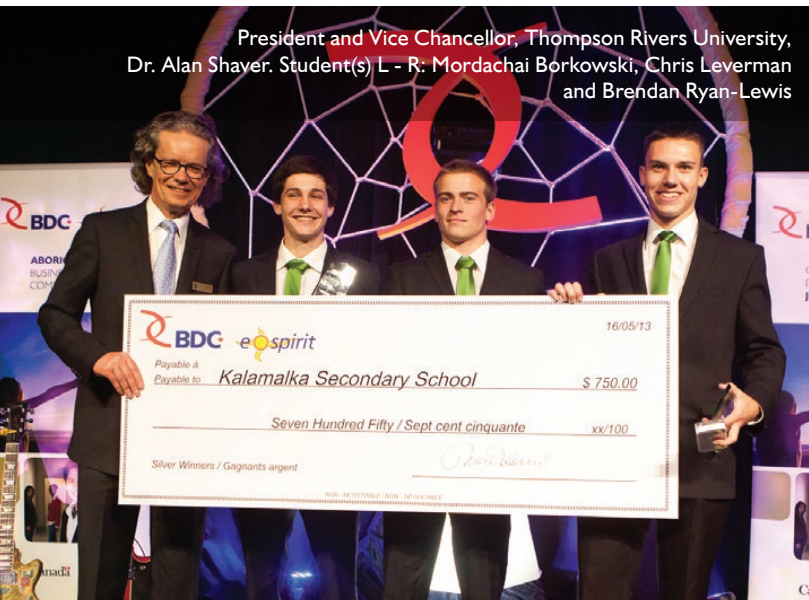
KANATA OF YOUTH

Diandre Thomas-Hart, Lanza Michaels
Tec Voc High School
Facilitator: Amy McBride

Kanata of Youth is an online business created with the objective of educating youth about Aboriginal culture. Kanata of Youth will offer educational content on its website, such as up-to-date articles, discussion forums, documentaries, interviews and videos of Elders' teachings. For unlimited access to the website's content, the company plans to sell individual and group membership packages. Non-members can also purchase individual articles and videos.

GOLD

President and Vice Chancellor, Thompson Rivers University,
Dr. Alan Shaver. Student(s) L - R: Mordachai Borkowski, Chris Leverman
and Brendan Ryan-Lewis



FRISBIS

**Brendan Ryan-Lewis, Chris Leverman,
Mordachai Borkowski**
Kalamalka Secondary School
Facilitator: Sandra Lynxleg

Frisbis is a company that aims to promote a new sport that the three co-founders of the company developed at their school, Kalamalka Secondary. In order to promote Frisbis, they will set up free demos and tournaments at parks and beaches. On location sales of Frisbis packages, including the disc, the net and other additional items, will be done from mid-March throughout mid-October. During off-season, the company will sell its products online.

SILVER

Senior Vice President, Financing and Consulting BDC, Patrick Latour.
Student(s) L - R: Julianne Dumont and Sierra-Lee Odjick



ONIMIKI

Sierra-Lee Odjick, Julianne Dumont
School: Kitigan Zibi Kiknamadinan
Facilitator: Amanda Buckshot

Onimiki is a business offering customers the possibility of spending time in the wilderness along the Desert River, in Algonquin territory. The purpose is to give people a better understanding of the Aboriginal culture and heritage. Customers will learn about Aboriginal medicine, cooking, canoeing, archery and also how to build a tipi or wigwam. The founders of the company believe that Onimiki—meaning thunder in Algonquin—perfectly describes the authentic experience in the wilderness that their company is offering.

BRONZE

SPECIAL ACHIEVEMENT AWARD WINNERS

BEST TRADESHOW DISPLAY

UNAMA'KI BAGS

Jody Paul, Caroline Sylvester
Sydney Academy
Facilitator: Gloria Johnson

Unama'ki Bags will produce unique bags with Mi'kmaq symbols and designs in Cape Breton. The name Unama'ki Bags was chosen because "Unama'ki" in the Mi'kmaq language means Cape Breton (Land of Fog).



Honourable Cathy McLeod, Member of Parliament.
Student(s) L - R: Caroline Sylvester and Jody Paul

SOCIAL MEDIA AWARD

ISSAAK CULTURAL CAMPGROUND

Lily Campbell, Alixis Jorgensen
Alberni District Secondary School
Facilitator: Lisa Tremblay

Issaak Cultural Campground is full service campground located in Port Alberni, British Columbia. The campground offers pull-through, fully serviced RV sites, cabins, camping sites, large group picnic sites with gazebos, playground facilities, as well as a Nu-chah-nulth cultural centre. Language classes, dance lessons and classes on cedar weaving will also be available. The company's goal is to be recognised as the best full service campground on the West Coast and become a destination spot for tourists from across North America.



District Principal of Aboriginal Education, School District No. 73,
Deb Draney. Student(s) L - R: Lilly Campbell and Alixis Jorgensen

BEST PRESENTATION

UNCEDED CAPS

Keenon Diabo, Sage Thusky, Soriya Decontie
Kitigan Zibi Kikinamadinan
Facilitator: Amanda Buckshot

UNCEDED Caps will create unique hats that represent traditional teachings. One original hat will represent the medicine wheel: a symbol for indigenous Native Americans and seven (7) other different varieties of caps that will represent *The Seven Grandfather Teachings*: **Love, Truth, Humility, Honesty, Respect, Courage, & Wisdom**. The caps will have a tag that will have the Algonquin word for its teaching and the English translation.



Associate Dean of Business and Economics, Thompson Rivers
University, Hafiz Rahman. Student(s) L - R: Sage Thusky,
Keenon Diabo and Soriya Decontie

MOST ORIGINAL CONCEPT

MANUKASHUTAU

Judith Fontaine, Mayna Fontaine
École Manikanetish
Facilitator: Guylaine Turbis

Manukashutau is a business that was founded by two students of Manikanetish secondary school in Eastern Québec. Manukashutau's mission is to pass on cultural knowledge and traditions to young people from all Aboriginal nations. The company strives to educate Native youth about their culture's core values and, above all, build their self-esteem. The company's name translates as "let's set up camp" and its slogan means "let our elders teach us our ancestral values." A substantial part of the company's program is dedicated to handing down Aboriginal legends and traditions such as hunting, fishing and crafts.



Executive Director of Aboriginal Education, Thompson Rivers
University, Nathan Mathew. Student(s) L - R: Judith Fontaine
and Mayna Fontaine



Councillor, City of Kamloops, Marg Spina.
Student(s) L - R: Sage Thusky, Soriya Decontie and Keenon Diabo

E-SPIRIT AMBASSADOR AWARD

UNCEDED CAPS

Sage Thusky, Soriya Decontie, Keenon Diabo
Kitigan Zibi Kikinamadinan
Facilitator: Amanda Buckshot

Refer to Best Presentation Award.



Vice President of Financing and Consulting, British Columbia
North and Interior BDC, Fiona Chan. Student(s) L - R:
Mordachai Borkowski, Chris Leverman and Brendan Ryan-Lewis

MOST INNOVATIVE MARKETING AND BRANDING

FRISBIS

Brendan Ryan-Lewis, Chris Leverman, Mordachai Borkowski
Kalamalka Secondary School
Facilitator: Sandra Lynxleg

Refer to Silver Award.



National Director, BDC Aboriginal Banking, Wilson Neapew.
Student: Diandre Thomas-Hart, Missing: Lanza Michaels

BEST USE OF TECHNOLOGY

KANATA OF YOUTH

Diandre Thomas-Hart, Lanza Michaels
Tec Voc High School
Facilitator: Amy McBride

Refer to Gold Award.



Vice President, Financing and Consulting BDC, Scot Speiser.
Student(s) L - R: Phoenix Campbell and Patricia Polden

BEST VIDEO

TRAVELLING VOICES

Phoenix Campbell, Patricia Polden
Sisler High School
Facilitator: Krista Thiessen

Travelling Voices is a business focused on giving new opportunities to Aboriginal youth living on remote reserves. This company will provide Adobe software computer courses. By educating Aboriginal youth in the creation of multimedia products, the company hopes to give students the chance to pursue a career in this field. The aim of the project is also to introduce the rest of the community to the unique world of web design, photography and cinematography.



Interim Post-Secondary Coordinator, Tk'emlups te
Secwepemc, Hillary McLean. Student(s) L - R:
Sierra-Lee Odjick and Julianne Dumont

ENVIRONMENTAL AWARD

ONIMIKI

Sierra-Lee Odjick, Julianne Dumont
Kitigan Zibi Kikinamadinan
Facilitator: Amanda Buckshot

Refer to Bronze Award.

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 2013 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 effort and commitment of our volunteers, this 13th edition of the BDC E-Spirit ran smoothly.

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

Non-BDC employees

Elder Ernie Philip, Paul Donald (All Nations Development Corporation), Iris Jules (Neskonlith Band), Noreen Pankewich (BC School District 73), Hillary McLean and Colleen Mosterd-McLean (Tk'emlups te Secwepemc), Keith Matthew (Seklep Business Services), Dolly Kershaw, MJ Paluck, Muriel Quewezance, Robert Arychuk, Brandon Jeffrey, Kirkland Cahoose, Bucky Florence, Shania West (SD#73 Students), Chris Ralph (TRU Student), Ellen Norlander (TRU Student), Kayla Tremblay, Haley Taylor, Tasia West, Jack Lulua (SD#73 Students), Hanwakan Whitecloud (ABEP, University of Manitoba), Deb Draney (District Principal of Aboriginal Education, SD#73), Hafiz Rahman (Associate Dean, School of Business, TRU), Humayra Haq, Alif Rahman, Janice Yeung (Student Projects, Program & Events Assistant, TRU), Renee Spence (First Nations Education Council), Laverne Tremblay (FNEW, SD#73), Jordann Hazelwood, Darci Charlie, Thunder Sky Justin Young, Nathan Matthew (Executive Director, Aboriginal Education, TRU) MP Cathy McLeod, Russell Currie (Dean, School of Business and Economics, TRU), Deputy Mayor of Kamloops, Marg Spina, Alan Shaver (President & Vice Chancellor, TRU), Mike Miltimore (Riversong Guitars), Trish Miltimore, Lee's Music Crew, Artist George Leach, Stephanie Tenasco, Four Directions Drum Group, Shane Camille and South Secwepemc Singers, Elder Jimmy Jack, Elder Mike Arnouse, Elder Estella Patrick-Moller, Elder Doreen Kenoras, Senator Nancy Greene Raine, Peter Michel, Tara Tribute, Marie Sandy, Vernie Clement (Aboriginal Mentor Coordinator, TRU), Joanne Brown (Coordinator, Services for Aboriginal Students, TRU), Katherine Sutherland (Senior Advisor to the Provost, TRU), Royce Sihlis, Carrie Wilkinson (Convention & Marketing Coordinator, TRU), Lorna Gorsline (Manager, Conference and Food Services, TRU), Lew Aldrich, Concord Security, Megan Kerslake (Catering Manager, Aramark), Nero Obagare (Assistant Manager, Aramark), Ed Ratuski (Manager, Kamloops Airport), Keith Leung (Kamloops Airport), Caroline Hilland (SD#73), Margo Bobrowich (Lee's Music), Lisa Strachan (Destination Marketing Manager – Meetings and Travel Trade, Tourism Kamloops), Joan Arnouse (Education, Little Shuswap Lake Indian Band), Greg Howard (District Principal Trades & Transition), Jo-Anne Gottfriedson (Day Scholar Coordinator, Tk'emlups Secwepemc), Daryl Laboucan (Education & Cultural Coordinator, Interior Indian Friendship Society) and Prabhjot Kaur

BDC Employees

Carl Archie, Marouane Arif, Romy Arora, Aleatha Bedard-Poole, Suzanne Berard, Victoria Bomhoff, Jennifer Boulet, Lina Castellano, Fiona Chan, Maria Constantinescu, Li-Ming Cunningham, Alexandre Cyr, Nathalie Dagesse, Melissa Di Paola, Josée Drapeau, Pierre Dubreuil, Michel Dubuc, Anne Marie Dwyer, Michael Eibl, Marco Garberi, Layne Goodridge, JP Gotro, Andreja Grcic, Kathie Grocholski, Larina Heath, Jeff Henderson, Neil Howatt, Alain Lamontagne, Patrick Latour, Nadine Leblanc, Josee Leclair, Valerie Legrand, Scott Lewis, Pascal Lombart, Florence Mariage, Tom McBride, Michael McCaffrey, Steve McCulloch, Richard Morris, Suzan Ness, Harry Nichols, Nicole Paquin-Matthew, Chantal Parent, Jim Park, Michel Paulo, Jacqueline Porco, Greg Richard, André St-Pierre, John Salvatore, Kai Schneider, Kris Smith, Steve Soper, Scot Speiser, Carol Tennesy, Josee Therrien, Connie Toft, Natacha Vanhamme, Keith Viger, and Jacqueline Withoos

BDC Aboriginal Banking

Cheryl K. Watson, Aaron Rae, Dianna Hudson, Wilson Neapew, Kelsey Holness, Judy Klassen, Lenny McKay, Patrick Lamarre, Catherine Roque and Monica James

2013

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ACQUIRE BUSINESS EXPERIENCE THROUGH BDC'S ABORIGINAL STUDENT INTERNSHIP PROGRAM

We are looking for 20 Aboriginal students (First Nation, Métis and Inuit) at the college and/or university level who are interested in a future career with BDC. Students must have completed at least one year of college or university and/or be enrolled in a bachelor of commerce or business administration program. **Send your resume and cover letter to: angela.doerksen@bdc.ca**



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