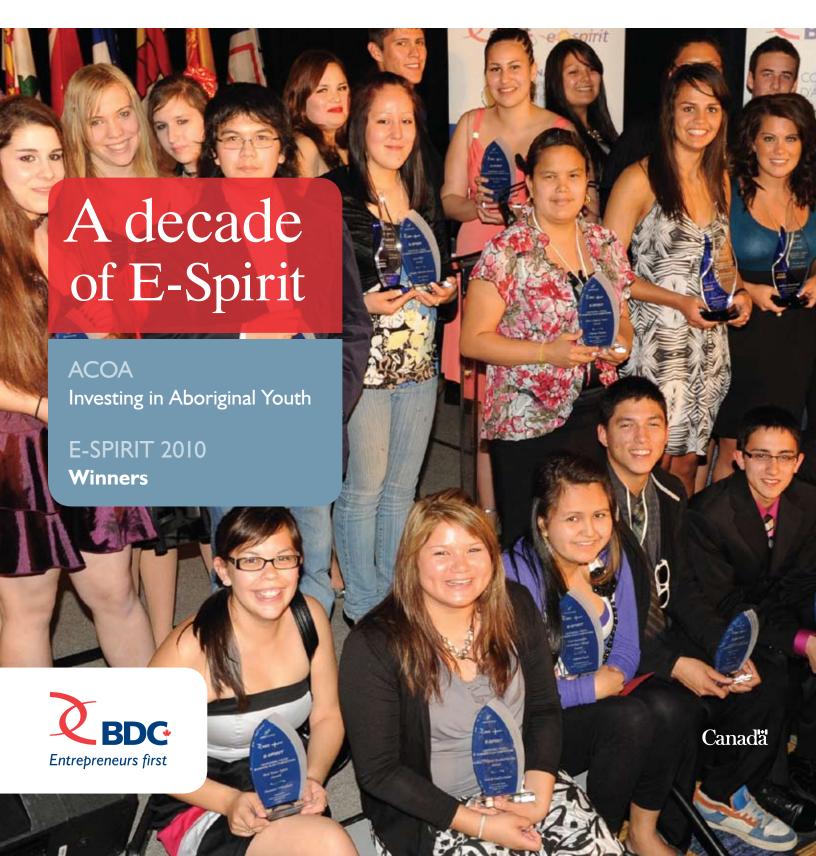
SO AL MAGAZINE





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

WELCOME

It is a privilege to serve as the second editor of SOAR Magazine. Many thanks go to my predecessor, Wendy MacNair who was the editor since its inception before retiring in March of this year. SOAR has come a long way since the first edition, where I was featured as a student and BDC intern. I recall writing the article "Education-A lifelong process" in 2003, and seven years later here I am in the editor's chair, looking to showcase personal stories of success and inspiration.

This special edition of SOAR is particularly special, as we feature our tenth anniversary of E-Spirit which took place May II-I3 2010 in our nation's capital, Ottawa, Ontario. All of the students, chaperones, teachers and volunteers helped make this an event that will not soon be forgotten.

I must take a moment to acknowledge our sponsors, Indian and Northern Affairs Canada, Aboriginal Business Canada and Atlantic Canada Opportunities Agency; their contributions to this amazing event are greatly appreciated and, on behalf of the BDC Aboriginal Banking Team, I thank you.

The E-spirit project team is already working hard to secure a location for E-Spirit 2011. It will be hard to outdo the poutine, beaver tails and sugar taffy stations that were at the Gala this year, but I'm sure that our project managers Dianna Hudson and Cheryl K. Watson have some great ideas up their sleeves for next year.

Miigwich

Alyssa Reid

Editor Alyssa.reid@bdc.ca

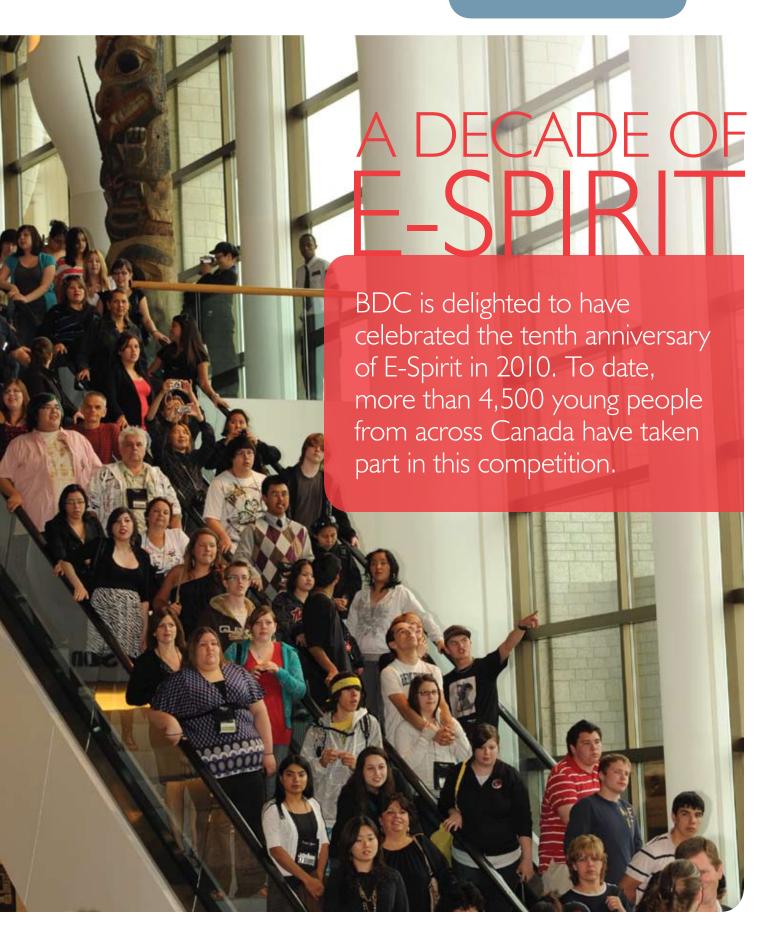


06
CELEBRATING 10 YEARS

09
UNIVERSITY OF OTTAWA

2010 E-SPIRIT WINNERS

VOLUNTEERS



This year we held our tenth E-Spirit Gathering and Awards Gala in Canada's Capital — Ottawa, Ontario. I am so proud that E-Spirit has a decade of memories of Aboriginal young people learning about entrepreneurship and acquiring business skills. To have successfully made it to our tenth anniversary is an incredible milestone for my career, the Aboriginal Banking project team and our BDC branches across Canada.

There are so many memories of the last nine gatherings that took place across Canada. Yet, I am hoping this will be a "Grand and Best Gathering" and Awards Gala because of the milestone anniversary. If I had to choose one favourite memory, I would not be able to make a choice. Every year brought so many heartfelt and positive memories for me. I have loved my job as the E-Spirit Project Manager and being part of the 'Voice' on behalf of our Aboriginal young people has humbled me very much. We managed to survive many changes within our project team, and at times this was very hard. Yet, we were blessed with hard-working local volunteers and Aboriginal interns who worked long days and short nights to make the gathering a success each year. At each gathering I would see the faces of the young people as they participated, and I knew we were doing good and making a difference in their lives. BDC is giving back to the Aboriginal communities across Canada at a grass-roots level with this initiative, and for this I am so happy. I want everyone to know it is our tenth anniversary and note

the fact that over 4,500 young people have participated in the E-Spirit competition.

To host our event in Ottawa is another great example of how we should 'Know no Boundaries' and be able to go to any city and celebrate our leaders of tomorrow — our Aboriginal young people. I hope you will enjoy this special edition of SOAR on this, our tenth anniversary of the E-Spirit journey!

Ekosi and Many Blessings, Cheryl K. Watson, E-Spirit Project Manager Ochapowace First Nation #71

Past Gold Medal Winners









INVESTING IN ABORIGINAL YOUTH

classroom at all? Where you can do something you love, earn credits, and make money doing it? Five students from the Chapel Island Youth Centre in Agency (ACOA).

With the help of their teacher, Gerard Livingstone, and a \$5,000 loan from the Students in Business program, Quentin Poulette, Levi Marshall, Brian Johnson, Seth

to engage his class in learning activities that would also help to develop skills they will need for the real world, and it has paid off so far, literally! The students were able to successfully launch their business and

Apart from providing direct financial assistance to

funded by ACOA through its Business Development

supporter of the E-Spirit National Aboriginal Youth

ACOA has been a proud supporter of the E-Spirit National Aboriginal Youth Business Plan Competition since 2003.

celebrating vears BY JIM RICHARDSON

The participants over the years have provided feedback, as have teachers and schools. They all have spoken highly of the initiative and what it has meant

Students have recounted how it built their selfconfidence and left them with a focus on business. Some past participants have been recognized as leaders at the community and provincial levels and have been honoured for their various endeavours. Many students have gone on to university.

Teachers and principals have commented about the positive impact E-Spirit has had on their students and the enhanced entrepreneurship programs they have been able to design as a result of this initiative. Many of the teachers commented on the trade show and oral presentation components of the competition, pointing out that E-Spirit offers valuable experience that cannot be taught in the classroom. Some give course credits for participating in E-Spirit and completing the associated business plan, video and oral presentations. Overall, it is an impressive report card, when you look at the results!

Many results have not been tracked, such as the number of participants who have gone on to start their own businesses, to work in business or to take a leadership role in their communities. There is really no need to divert resources from the E-Spirit project to track these results. I am convinced that the E-Spirit experience has had a positive impact on the lives of

Wow...the tenth anniversary of E-Spirit! The Business Development Bank of Canada is to be congratulated for its leadership and its long-term commitment to making a difference through this focus on youth. As the American philosopher and poet Ralph Waldo Emerson said, "Do not go where the path may lead; go instead where there is no path and leave a trail." And what a trail it has been!

the young participants, from what I have heard from participants and teachers over the years.

A project such as E-Spirit requires hard work and commitment. The core team for E-Spirit over the years has been Wilson Neapew, through his leadership; Wendy MacNair, Cheryl Watson, Dianna Hudson and Bernadette Harrison (née Smith), as well as numerous BDC volunteers in all regions of the country. What a team it has been! Well done for being so persistent and dedicated to making a difference to the thousands of young Aboriginal people who have participated in E-Spirit over the years.

I see a Canada where young Aboriginal people will be able to contribute to the economy in their communities or elsewhere, and bring benefits to these communities. I see a Canada where initiatives such as E-Spirit will be remembered for building an important foundation for entrepreneurial success not only in our Aboriginal communities, but across Canada as well.

Congratulations to the E-Spirit team on your tenth anniversary, and well done, BDC!

Editor's note: Jim Richardson is the CEO of Heiltsuk Economic Development Corporation in Bella Bella, British Columbia. He is also the former national director, Aboriginal Banking, for BDC, and E-Spirit was created under his leadership. We would like to thank Jim for founding this initiative. E-Spirit is a national business plan competition for Aboriginal youth in grades 10 to 12. Since the program began, more than 4,500 students have participated. E-Spirit continues to grow under the leadership of Wilson Neapew, our current national director. Cheryl Watson and Dianna Hudson are the project managers.

UNIVERSITÉ LAVAL BURSARY



The University of Ottawa offers over 300 undergraduate and close to 160 graduate programs throughout its 10 different faculties.

BY CAMILLA JUAREZ

The variety of these programs ranges from more traditional ones such as law, medicine, education and engineering, to more contemporary ones such as, women's studies, international development and globalization. As the University values cultural diversity, it has introduced Aboriginal programs in certain faculties in the past few years, Law, Medicine and Education, to be more precise.

The University of Ottawa Faculty of Medicine's Aboriginal Program

In an attempt to address the discrepancy in health services delivery to the Aboriginal population Dr Peter Walker, former Dean of the Faculty of Medicine, initiated the creation of the Aboriginal Program within the Faculty of Medicine. It was under his direction that the University decided to raise awareness about traditional healing methods, and also train future physicians who could provide culturally competent health care to on-reserve and urban Aboriginal populations.

The Faculty of Medicine's objective is to have a hundred graduates from the program by 2020. As Dr Dungy, Director of the Aboriginal program puts it: "Having had our first cohort of 7 graduates in May 2009, a new one of 6 this year and with 20 students enrolled in the program, we are on track. I believe with all my heart that we can do it."

From its inception, the program focuses on the student experience by offering its participants a variety of services—for example a full day dedicated to Aboriginal health for all first year students entering the Faculty—and by incorporating traditional activities such as Pow Wows, healing ceremonies, elder mentoring and medical electives in Aboriginal communities. The students are given the opportunity to host mini medical courses to potential Aboriginal students throughout the country.

"The program gives us the opportunity to work as ambassadors; by allowing us to promote the program and attending various gatherings and career fairs across Canada," says Melanie Halvorsen, a Métis and a graduate student in the Aboriginal program since last May.

The University of Ottawa prides itself on being the academic institution that sets the standards in terms of aboriginal medical practices in Eastern Canada. It is fully committed to increasing the number of Aboriginal physicians in the country. Over the years, the program has developed strong ties with the local Aboriginal communities that include the Algonquins of Pikwakanagan near Golden Lake, Ontario, and Kitigan Zibi in Maniwaki, Quebec, as well as the Mohawk Council of Akwesasne in Ontario. The Faculty has managed to create a welcoming environment for all who seek to pursue a career in Medicine and, Melanie Halvorsen considers it "one's home away from home, where you're well supported by your peers and by the faculty within the program."

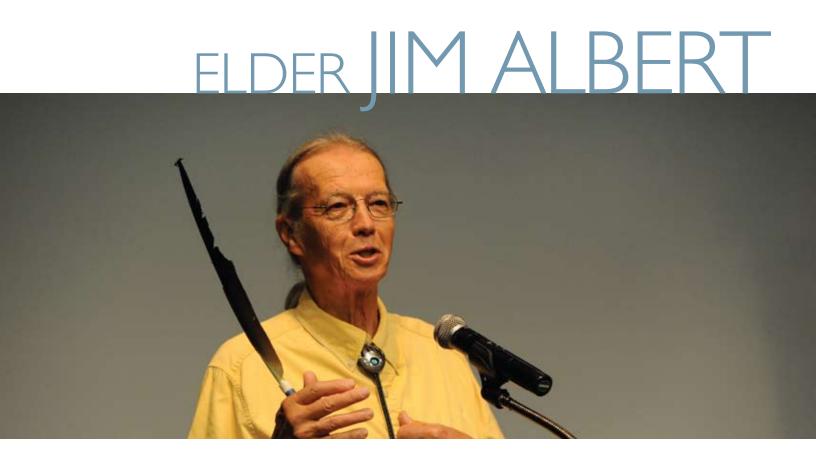
Camilla Juarez is a third year Communications student at uOttawa. She holds a student position at the uOttawa Communications Directorate.



Melanie Ann Halvorsen, a Métis and a 2010 graduate student in the Aboriginal program of the University of Ottawa Faculty of Medicine.

Since 1848, the University of Ottawa has been Canada's university: a reflection, an observatory and a catalyst of the Canadian experience in all its complexity and diversity. It is characterized by its unique history, its commitment to bilingualism, its location both in the heart of the national capital and at the juncture of French and English Canada, its special commitment to the promotion of French culture

and to multiculturalism. As a result and through the groundbreaking work of its community members, it is uniquely positioned among Canada's research intensive institutions to give its 38,000 students a remarkable education, to enrich the intellectual and cultural life of Canada and to help the country achieve greater international prominence.



Jim Albert was born in Ottawa, Ontario and belongs to the Bear Clan.

He is the proud father and grandfather of three children and three grandchildren. Iim's formal education is a Bachelor of Science with a major in Mathematics; he also holds a doctorate in Social Work from the Columbia University. Jim has several years experience in child welfare and was a professor at the University of Toronto and at Carlton University. Since 1998, Jim has worked with the First Nations Technical Institute and also continues to develop First Nation Bachelor of Social Work programs for First Nation communities.

Jim is actively involved in community service — he is constantly conducting conducts workshops, ceremonies, staff training and circles in various First Nation communities in Ottawa and area. Jim also participates in Aboriginal Justice Circles, and in Talking Circles at conferences and workshops on the Power of the Circle. Jim is a Sweat Lodge Keeper and Pipe Carrier. Jim continues to conduct opening and closing

ceremonies and shares teachings in many orientation sessions for government departments including First Nations and Inuit Health Branch, and Health Canada. He also continues to have ongoing teaching and ceremonial work with Wabano Centre for Aboriginal Health and other Aboriginal community organizations.

This year, we were honoured to have Jim Albert with us to represent as our E-Spirit Elder.

"I loved being a part of E-Spirit. It was inspiring to see the enthusiasm and positivity of the E-Spirit participants, especially since I was never formally involved in the business field! The fun and energy that was exuded all week was refreshing. I can see the personal interchanges between everyone were fun and joyful. The highlights for me were the presentations: there was a variety of businesses, the presenters were articulate and the audience quietly tuned in and showed support of their peers."

Jim's advice to the Aboriginal young people going into business: "Be open to working with others. Take yourself seriously and work hard. Most importantly, be true to yourself and be strong — you will get a lot out of life when you have focus!"

On behalf of the E-Spirit team, we thank Jim for being a part of E-Spirit 2010!



SPECIAL **ACHIEVEMENT AWARDS**



"Usma" **Precious Little Ones Daycare** Gold River Secondary School Gold River, BC

Team participant(s): Clarissa Thomas

Facilitator(s): Arlene Fehr

Most Original Business Name

My business name (Usma) is a Nuu-chahnulth word meaning precious little ones. The Precious Little Ones Daycare is a non profit society daycare. We will meet the daycare needs of single and young parents who want to complete their education while knowing their children are in a safe, reliable, tidy and clean daycare facility. Precious Little Ones will operate within the school for parents' convenience. One of the main goals of this business is to help young, single parents complete their education and fulfill their goals while being responsible parents and role models for their children.



Skaabe Technology Training Children of the Earth High School Winnipeg, MB

Team participant(s): Lenny McKay, Raymond Ronald and Cheyanna West

Facilitator(s): Leigh Brown



Skaabe Technology Training is a business designed to provide training in technology and computers. "Skaabe" has been used as a term to show respect for those who help out in traditional Aboriginal ceremonies. We use the term in our business name because it identifies what we want to accomplish with our business: to help those who have no experience with computers. In a world where technology is constantly expanding, it is important to have at least a basic knowledge of technology. Our service offers training in basic programs such as Microsoft Office, some advanced programs such as Adobe Photoshop and Dreamweaver, and teaches how to use and manage email accounts and explore and search the Internet. Skaabe Technology Training will be a mobile service that provides a more costefficient, convenient and accessible service to our clients, since we will go to them instead of having them come to us.



Anishnabe Cuisine Kitigan Zibi Kikinamadinan Kitigan Zibi, QC

Team participant(s): Mariah Smith-Chabot and Bethany Smith-Chabot

Facilitator(s): Amanda Buckshot

Most Original Product or Service

Anishnabe Cuisine will be a restaurant and a bakery offering varieties of traditional native meals to the population of Wakefield, Québec. The mission of Anishnabe Cuisine is to introduce and offer native food to the local area and demonstrate that it is nutritious. Our purpose is to provide these meals at great prices. Not only will we promote native meals, but we will also have a bakery and provide limited catering services. At Anishnabe Cuisine, friendly staff will ensure customers are served in a courteous and cheerful manner. Our hope is for clients to feel as though they are at home and enjoying a good meal!



The V Restaurant

Salmon Arm Secondary (Sullivan Campus) Salmon Arm. BC

Team participant(s): Ashley Hendry, Chelsea Reimer, Jordan Roy, Ryan Brown

Facilitator(s): Glen Jollymour



The V Restaurant will service Vegetarians and Vegans and plans to introduce unique flavourful foods to all citizens in the Salmon Arm, BC community. The business will be dedicated to introducing the best tasting, healthy and fresh foods to everyone by buying fresh local organically grown fruits and vegetables. The business will create various healthy and tasty vegetarian entrees, appetizers, sides, desserts and beverages. The V Restaurant will have energy-efficient rules, biodegradable standards and a unique earth-home facility design.



rePhresh

Beattie School of the Arts (Pineridge Campus) Kamloops, BC

Team participant(s): Zachary Coumont and Clarence Jules

Facilitator(s): Wendy Leonard

Environmental Awareness

rePhresh is the latest and greatest paper recycling company. Our name combines the words "recycle" and "fresh" because they summarize our mission: recycle used paper into something fresh. Our goal is to create environmentally-friendly, effective and creative paper products for individuals in the city of Kamloops, BC. We will also offer people the opportunity to bring in their old paper and have us recycle it for them, as we believe that this will let people see exactly how helpful recycling can be for the environment. Due to the fact that our products are beautiful and functional at the same time, we believe we have the winning combination.



Red Feather Bannock

Four Directions Storefront School Kamloops, BC

Team participant(s): Natasha Boyd

Facilitator(s): Laverne Tremblay

Most Innovative Marketing Concept

Red Feather Bannock is a dry ingredient bannock mix packaged in a 1 lb poly-lined resealable bag, providing consumers with the opportunity to make their own traditional bannock. The goal of this unique product is to offer companies who cater to tourists, campers and others "a taste of tradition." Ingredients and instructions can be found on the back of the bag, and each bag makes approximately 40 to 50 pieces of bannock. All consumers have to do is add liquid, cook and enjoy! Red Feather Bannock is conveniently packaged to take along on any camping trip or to take home as a souvenir or gift.

Applauding Teachers

Guylaine Turbis — Manikanetish School Steve Parsons — Chief Allison M. Bernard Memorial School Richard Petri — Children of the Earth



Nike'kiso'qon Wenaqiaq

Chief Allison M. Bernard Memorial High School Eskasoni. NS

Team participant(s): Leim Joe, Stephen Marshall, Levi Francis and Hayden Sylliboy

Facilitator(s): Stephen Parsons

E-Spirit Ambassador

Nike'kiso'qon Wenaqiaq means "Now the fun begins" in the Mikmaq language. This business will be a fun park within the community of Eskasoni, Nova Scotia with a main objective on youth sports and emphasis on physical activities. Youth can learn how to play and be involved in sports such as basketball, tennis, and floor hockey. In addition, clothing and equipment will be available for sale on site for each activity.



A.C.K.X. AKA Pat

J.V. Humphries Kaslo, BC

Team participant(s): Krystal Tyers, Xyiah Morley, Chelsea McDonald, and Azriah Morley

Facilitator(s): Candace Begg

Cultural Expression

A.C.K.X. would like to present the wonders of AKA Pat, the first comic book based solely on the seven sacred teachings and the importance of ancient native values while embracing the world of overall entertainment. With vivid imagery, a captivating storyline and the basic intent of sharing aboriginal content, you will wander through the world of Pat. A.C.K.X hopes to be number one in the educational field of pre-teens and teens and wants to refine indigenous education, making it fun and accessible to the younger generations, stimulating their desire to learn more as every issue is released. AKA Pat is teaching the way the native ancestors have always taught, with stories and humour, but with a modern twist to suit the ever-changing eras.



Lively Look

Kitigan Zibi Kikinamadinan Maniwaki, OC

Team participant(s):

Shannon Whiteduck

Facilitator(s): Amanda Buckshot

Best Team Spirit

Lively Look will offer a variety of individual eye care services.

bronze



Abinoojiiens Boutique

Team participant(s): Brittany David,

Facilitator(s): Leigh Brown

Third place winner

silver



Alberni Creations

Team participant(s): Jessica Jack and

Facilitator(s): Rita Sowden

Second place winner and Outstanding Video

promotional DVDs and unique art/ talents of local artists. With personalized

gold



The Dusty Road Cafe

Team participant(s): Jordann

Facilitator(s): MJ Paluck

First place winner and Best Logo Design

ancestors. The Dusty Road Cafe will

FROM PLANS TO Reality

The E-Spirit Aboriginal Youth Business Plan Competition gathering held in Ottawa, Ontario, from May II-I3 2010 would not have been the remarkable event it was without the help and determination of this year's volunteers. They were vital to the success of E-Spirit and we, the BDC E-Spirit Project team, could not thank them enough.

Our team arrived in Ottawa the weekend before the gathering to unpack, prepare and take care of every little detail imaginable! Luckily, we had a group of committed volunteers who assisted with this daunting task. If it weren't for them, we would not have been physically able to facilitate the trade show. PowerPoint presentations or Awards Gala. Our E-Spirit Project team commends them for their contribution to the E-Spirit initiative.

We would like to acknowledge the judges of the 2010 business plan, marketing video, trade show and PowerPoint presentation for their diligent work and participation in this year's competition. It is abundantly clear that the judges see the importance of supporting entrepreneurship among Aboriginal young

people. Without this support E-Spirit would not be of the high calibre it is now.

Undoubtedly, much of the appreciation would come from the two project managers:

"The most important aspect about volunteers is that they understand the point/meaning/reason of what they are involved in, and don't ask "Why should I? I'm just a volunteer." Every volunteer within a group project plays an important role in getting tasks completed efficiently and effectively, as they are a project's backbone."

Dianna Hudson,

E-Spirit Project Manager

"E-Spirit is successful and continues to be and improves each year because of our volunteers. With their passion and enduring belief in the E-Spirit initiative they continue to support Aboriginal young people across Canada. The E-Spirit Project team could not deliver this initiative without our volunteers....BRAVO!"

Cheryl K. Watson,

E-Spirit Project Manager

On behalf of the BDC E-Spirit Project team, we would like to extend our greatest gratitude and congratulations for a job well done!

Thank you

Event Volunteers: Kyra Wuttunee - Shawn Quellette, Correctional Service of Canada - Dominique Billingham - Isabelle Veilleux, Aboriginal Canada Portal = Jennifer Neepin, Ombinan LP = Lee Walker, ScotiaBank = Matthew Watson = Lisa Taylor, CA, Algonquin College • Marie-Josée Stonely • Patricia Lacroix, uOttawa • Richard Besserer, Elm Printing • Robert Paiement, Dynamo Playgrounds - Roisin Kilmartin - Sherry Moreau, First Nations Market Housing Fund - Simona Hauer - Stan Wesley, The Wesley Group ■ Trena Allen, Environment Canada ■ Marc Appleby, Earth Innovations Inc. ■ Krystle Perry ■ Curtis Sowden

BDC Staff: Alain Lamontagne = Natacha Vanhamme = Francis Labarre = Julie Pellerin = Adena Cuenco = Alexandre Belisle = Autumn Colavita ■ Brian Griffin ■ Brianna Hennessy ■ Carl Lamarche ■ Carole Charbonneau ■ Catherine Debassige ■ Catherine Leteinturier-Guissé ■ Cora Ratcliffe = David Duval = David Nidd = Deborah Jardine = Desneiges Tambeau = Golda D'Souza = Greg Richard = Hélène Potvin Jeff Billingham = Jennifer Coyle = Kaila Stratton = Laureine Lesaux = Lily Huang = Lori Murphy = Marlene Rodrigue = Melissa Smith = Pierre Lauzon - Raina Sharma - Lesley Lang - Maria Constantinescu