



## INTRODUCTION & OVERVIEW



**I DO BUSINESS.**™  
NATIONAL SUMMIT  
& TRADESHOW  
Success *for* Aboriginal Entrepreneurs

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**Learn  
Network  
Do Business**

If You Do Business, You Should Be Here!

Featuring  
The ALEXIS PRINCIPLES

Ph: 705-432-2577  
[www.idobusiness.ca](http://www.idobusiness.ca)

Hosted by:  
Ontario Native Literacy Coalition  
Celebrating 25 Years of Leadership in Native Literacy

**MARCH 4 - 5 - 6, 2013**  
TORONTO - ONTARIO

**I DO BUSINESS. National Summit & Tradeshow**  
*"Success for Aboriginal Entrepreneurs"*

... A three-day business event  
*different from any you've attended before!*



## Table of Contents

<b><i>The Themes of I DO BUSINESS. National Summit &amp; Tradeshow</i></b>	<b>3</b>
<b><i>Who Should Attend I DO BUSINESS. National Summit &amp; Tradeshow?</i></b>	<b>3</b>
<b><i>How is I DO BUSINESS. National Summit &amp; Tradeshow Different?</i></b>	<b>4</b>
<b><i>What are I DO BUSINESS. Community Ambassador Mini-Summits?</i></b>	<b>5</b>
<b><i>What Does I DO BUSINESS. National Summit &amp; Tradeshow Offer?</i></b>	<b>6</b>
<b><i>Registration Fees</i></b>	<b>7</b>
<b><i>Sponsorship and Partnership Opportunities</i></b>	<b>8</b>
<b><i>Aboriginal Entrepreneurs – Support &amp; Guide Program</i></b>	<b>9</b>
<b><i>Background on the I DO BUSINESS. Initiative</i></b>	<b>10</b>
<b><i>Testimonials from Phase 1 – National Round Table Participants</i></b>	<b>11</b>



**I DO BUSINESS. National Summit & Tradeshow** – *Success for Aboriginal Entrepreneurs* will bring together business and literacy to support current and emerging Aboriginal Entrepreneurs from coast to coast to coast. This event brings to the forefront the importance of connecting economic development and adult literacy to support Aboriginal business development.

**Hosted by Ontario Native Literacy Coalition**

### ***The Themes of I DO BUSINESS. National Summit & Tradeshow***

- Awareness of Best Practices (Models You Can Use)
- Business Development (Building Blocks to Grow Your Business & Start New Ones)
- Business Literacy (The ABC's of Establishing & Growing Your Business)
- Financial Support (Where & How to Access Financing for Your Business)
- Financial Literacy (How to Get, Keep and Make Money for Your Business)
- Soft Skills for Business (How to Manage Your Business Successfully)
- Successes and Challenges of Being in Business
- Community and Culture in Business

### ***Who Should Attend I DO BUSINESS. National Summit & Tradeshow?***

- Aboriginal and non-Aboriginal Entrepreneurs and Service Providers
- Representatives of organizations that support Aboriginal Business Owners and Operators
- Economic Development Officers
- Representatives of National, Regional and Local Aboriginal Government Agencies
- Representatives of other Government Agencies
- Aboriginal Adult Literacy Practitioners and Program Managers

## **How is I DO BUSINESS. National Summit & Tradeshow Different?**

For anyone currently doing business, or contemplating doing business with or in Aboriginal Canada, **I DO BUSINESS. National Summit & Tradeshow** will offer an outstanding venue to *Learn, Network* and *Do Business*. The activities, workshops and exhibitor forum will provide a unique and innovative opportunity for businesses to showcase their products and services, and to network effectively and profitably.

**HOWEVER**, it will also be much, *much* more than a single event!

**I DO BUSINESS. National Summit & Tradeshow** will be *the launching platform of an effective, ongoing business development initiative at the grassroots level across the country, from coast to coast to coast!*

**I DO BUSINESS. National Summit & Tradeshow** will be the foundation for the subsequent **I DO BUSINESS. Community Ambassador Mini-Summits** to be held in Aboriginal communities across Canada. This long-term initiative will bring the people, the products and services, - *and especially the vital energy* - of the larger event to the communities on an ongoing and consistent basis.

The **I DO BUSINESS. National Summit/Mini-Summit** initiative will stimulate the entrepreneurial spirit of Aboriginal people, their families, communities and Nations, generating new businesses and bolstering established business by and with Aboriginal communities from coast to coast to coast.

Every participant at **I DO BUSINESS. National Summit & Tradeshow** will have the opportunity to contribute to the realization of this long-term initiative; to whatever extent they are able and willing to do so.

Aboriginal Entrepreneurs attending this event will be supported to take this information home and, as "Community Ambassadors," share it with other entrepreneurs or would-be entrepreneurs in their communities, hosting the first of **I DO BUSINESS. Community Ambassador Mini-Summits**. The sponsors, exhibitors, organizers and facilitators for **I DO BUSINESS. Community Ambassador Mini-Summits** will be provided with the materials, infrastructure and support needed to make such contributions of their time and/or financial support truly effective.

Through the National Summit and Mini-Summits, this initiative will provide effective learning and networking opportunities and support for established, emerging and/or aspiring Aboriginal Entrepreneurs across Canada to reach their business goals.



### **What are I DO BUSINESS. Community Ambassador Mini-Summits?**

Following the National Summit, **I DO BUSINESS. Community Ambassador Mini-Summits** will be launched. The Aboriginal Entrepreneurs that attend the National Summit will have the opportunity to become *Community Ambassadors* and hosts of the Mini-Summits. As Community Ambassadors, they will each be supported to hold a one-day event in their communities, where they will share the information and skills they learned at the National Summit to 10-20 people. Community Ambassadors will each be supported and mentored to host this event by local business development experts, such as Economic Development Officers or business leaders. Content, audio/visuals, scheduling, location and all logistics of **I DO BUSINESS. Community Ambassador Mini-Summits** will all be organized for the Community Ambassadors by the **I DO BUSINESS. Team and Community Partners**. The opportunity for Aboriginal Entrepreneurs who register for the National Summit to become Community Ambassadors will be offered, encouraged, optional and fully supported.

**I DO BUSINESS. Community Ambassador Mini-Summits** will make this National Summit much more than a one time learning opportunity. Aboriginal Entrepreneurs, as Community Ambassadors, will be supported in transferring key knowledge and skills, creating lasting business relationships, and spreading accessible business resources to Aboriginal Entrepreneurs across Canada. This initiative is focused on the community engagement and development of Aboriginal communities across Canada. **I DO BUSINESS. National Summit & Tradeshow** along with **I DO BUSINESS. Community Ambassador Mini-Summits** will be a platform to engage actors that are crucial in ensuring the success of Aboriginal Entrepreneurs. Aboriginal communities and families will benefit through the capacity building of the Aboriginal Entrepreneurs who attend the National Summit and those that attend the Mini-Summits.



## **What Does I DO BUSINESS. National Summit & Tradeshow Offer?**

**I DO BUSINESS. National Summit & Tradeshow** offers Aboriginal business people and those who do business with them or support them:

- ✚ A remarkably rich range of inspiring plenary sessions, workshops, panels, expert sessions, roundtables and networking opportunities;

### **PLUS,**

- ✚ An outstanding venue for the showcasing of and trade in your business products and services, and for enhancing, extending or establishing beneficial networks among like-minded people for over three days of opportunity;

### **PLUS,**

- ✚ A variety of innovative features, such as:
  - Videos of Aboriginal Entrepreneurs in communities across Canada
  - Aboriginal Entrepreneur success stories
  - **I DO BUSINESS. Fashionably Tradeshow**
  - “I Speak Out” – A speaker’s corner, capturing testimonials, success stories, inspiring interviews
  - “Soaring Eagles’ Nest” – Panel review of business development ideas/plans

### **PLUS,**

## ***The Alexis Principles Training Event***

The third day of the National Summit features *The Alexis Principles Training Event*. *The Alexis Principles* will provide delegates with tangible knowledge and tools to engage successfully in cross-cultural business relationships. This will enhance corporate relationships with Aboriginal communities, businesses, organizations, and individuals by educating all parties on cultural sensitivity and building bridges to effective communication. This tool provides a foundation to enhance successful business interactions and procurement opportunities for Aboriginal Entrepreneurs and the companies they do business with across Canada.

*The Alexis Principles* training has been provided to and utilized by companies such as Shell, ConocoPhillips, and ARAMARK who have reported sustaining meaningful and successful business interactions and procurement opportunities with, and by, Aboriginal businesses and communities in Canada. The training provides five key strategies that can, when implemented, lead to real and positive business outcomes. This is a simple but proven strategic business approach to achieve more effective business relationships, locally, regionally and nationally.

**I DO BUSINESS. National Summit & Tradeshow** will be the ideal opportunity for attendees to learn about *The Alexis Principles* and how Aboriginal and non-Aboriginal businesses of any type or size can use this valuable communication strategy to advance their business development goals.

### **Registration Fees**

#### **Aboriginal Entrepreneurs**

\$695.00 plus HST

Funding may be available to assist Aboriginal Entrepreneurs. Please contact Alyssa Ferreira at 705.432.2577 or by email at [register@idobusiness.ca](mailto:register@idobusiness.ca)

#### **Supporting Non-Profit Organizations**

\$875.00 plus HST

#### **Supporting Individuals and Small Businesses**

\$875.00 plus HST

(under 10 employees)

#### **Corporations & Government**

\$1295.00 plus HST

Registration includes admission March 4-5-6, 2013 to all National Summit events, tradeshow, all materials, networking activities, and meals including the Ontario Native Literacy Coalition's 25th Anniversary Celebration Dinner and entertainment.

The registration fee for the full three-day event includes *The Alexis Principles* on March 6th, 2013. This full-day seminar is included at **I DO BUSINESS. National Summit & Tradeshow** to enhance *Success for Aboriginal Entrepreneurs* and for the companies with whom they do business.



### ***Sponsorship and Partnership Opportunities***

Sponsorship and partnership opportunities are available to corporations and organizations that support Aboriginal Entrepreneurs and business development. Levels of support will extend your reach to Aboriginal communities from coast to coast to coast through Aboriginal businesses, the fastest growing economic sector in Canada.

Unique customized levels of support include benefits ranging from Face-Time, Brand Interaction, Hospitality, Lead Promotional Coverage, Extended Reach through **I DO BUSINESS. Community Ambassador Mini-Summits**, VIP Acknowledgement and optional courtesies. We will create a memorable brand experience for your company or organization.

**For sponsorship inquiries please contact:**

**John Kor – National Lead**  
**I DO BUSINESS.™**  
Email: [john.kor@idobusiness.ca](mailto:john.kor@idobusiness.ca)  
Phone: **705-432-2577**  
Cell: **705-934-4484**





### ***Aboriginal Entrepreneurs – Support & Guide Program***

The Support & Guide Program supports individual Aboriginal Entrepreneurs who wish to be Community Ambassadors, by

- Covering the costs of their registration, accommodations, travel, and meals to attend **I DO BUSINESS. National Summit & Tradeshow**
- Providing content, audio/visuals, scheduling, location, expert support and all logistics to implement **I DO BUSINESS. Community Ambassador Mini-Summits** across Canada
- Providing guidance and mentorship for Aboriginal Entrepreneurs prior to and during the National Summit, Mini-Summits and beyond

Contributing to the Support & Guide Program ensures full coverage of all expenses for one Aboriginal Entrepreneur to attend **I DO BUSINESS. National Summit & Tradeshow**, and the support of a 'guide' pre, during and post the National Event, including implementation costs for **I DO BUSINESS. Community Ambassador Mini-Summits**. The funding required for an Aboriginal Entrepreneur to participate in the Support & Guide Program is \$3,000.00.

To contribute to the Support & Guide Program, please contact:

**Alyssa Ferreira**  
*Business Development Coordinator*  
**I DO BUSINESS.™**  
Email: [register@idobusiness.ca](mailto:register@idobusiness.ca)  
Phone: **705-822-5657**

Option – Please note that any contribution is welcome. If contributing to the Support and Guide Program is not within a potential funder's mandate or budget, the support of a single registration fee for an Aboriginal Entrepreneur is \$695.00 plus HST.



## ***Background on the I DO BUSINESS. Initiative***

### ***Initial Funding, Sponsorship & Support***

The concept and planning for **I DO BUSINESS. National Summit & Tradeshow** and **I DO BUSINESS. Community Ambassador Mini-Summits** was developed as a result of the diligent efforts of the **Ontario Native Literacy Coalition**. The ONLC has been providing service to the Aboriginal communities in Ontario for over 25 years.

In November 2011, funding was approved by Aboriginal Affairs Northern Development Canada for the pre-planning and development phase of the National Summit, which occurred from November 2011 to March 2012.

This initial funding for “Phase 1” supported an extensive research and stakeholder engagement phase at a national level, during which committee meetings, surveys of Aboriginal Entrepreneurs and supporting organizations, webinars, and a national roundtable provided insight, guidance, and resounding support.

In July of 2012, funding was secured from Aboriginal Affairs and Northern Development Canada to move ahead with implementing **I DO BUSINESS. National Summit & Tradeshow** for March 2013. This funding provides support to formalize the location and agenda, initiate the marketing campaign and web presence, and secure funding through a fund-development plan, which includes securing major sponsorships, along with specific funding to support the involvement of Aboriginal Entrepreneurs.

Discussions are currently underway with a variety of government, non-profit and corporate contacts regarding sponsorship and supporting partner opportunities for **I DO BUSINESS. National Summit & Tradeshow** and **I DO BUSINESS. Community Ambassador Mini-Summits**. As well, funding is being sourced to support Aboriginal Entrepreneurs to attend the National Summit and become Community Ambassadors for the Mini-Summits.



## ***Testimonials from Phase 1 – National Round Table Participants***

In February 2012, thirty-two participants from across Canada attended a National Round Table to assist with planning **I DO BUSINESS. National Summit & Tradeshow**. This group included representatives of First Nations, Inuit and Métis communities. The following two testimonials provide a glimpse into the support and enthusiasm of stakeholders:

### **Spirit of the Entrepreneur**

Published September 17, 2012 on [www.idobusiness.ca](http://www.idobusiness.ca)



Bill Nash (from New Brunswick) was honoured to represent Aboriginal Entrepreneurs during his attendance at the National Round Table meeting in February. The Round Table was an important planning phase for the National Summit where participants gathered from across Canada, sharing their wisdom and resources to create an innovative event plan. His enthusiasm was a delight to see as he shared a video of his business with round table attendees and highlighted how Aboriginal Entrepreneurs could share their own successes at the **I DO BUSINESS. National Summit & Tradeshow- Success for Aboriginal Entrepreneurs**.

“People are always talking about their businesses, but it is important to show what you do and who you represent,” says the owner of Earthly Enhancement Landscaping from St. Mary’s First Nation in New Brunswick. “Visuals are great because it is a great way to get your message across,” says Bill during an interview shortly after the meeting. “It’s all about giving back to the community,” explained Nash when asked what he likes about the mission of **I DO BUSINESS. National Summit & Tradeshow**.

Nash has received many entrepreneur awards for his business and continues to mentor in his community, encouraging people to “take pride in whatever you do, and make sure that you do the best you possibly can.”

Nash lives by setting an example and encourages people to contribute to their communities any way they can. Nash wants to see people get out of their comfort zones and live life to the fullest. Nash is excited and looking forward to attending **I DO BUSINESS. National Summit & Tradeshow- Success for Aboriginal Entrepreneurs** in March 2013.

Bill Nash, Earthly Enhancement Landscaping, NB

## Voice from Nishnawbe Aski Nation

Published September 22, 2012 on [www.idobusiness.ca](http://www.idobusiness.ca)



"I am excited and honored to assist in the planning of this national, inaugural **I DO BUSINESS. National Summit & Tradeshow- Success for Aboriginal Entrepreneurs**. The days of relying on industry as our sole economic drivers are over...today small businesses are sustaining and growing our communities and this event will be a wonderful way to share resources, tools, best practices, and establish partnerships with various groups. To the businesses out there... You don't want to miss this amazing opportunity"!

Kirstine Baccar  
Economic & Resource Development, Policy Advisor  
Nishnawbe Aski Nation

## Literacy and Business Development Go Hand in Hand

Published September 26, 2012 on [www.idobusiness.ca](http://www.idobusiness.ca)



"I feel that this Summit is a very exciting opportunity for literacy practitioners and learners with entrepreneurship goals. Accessing these financial and business literacy resources will help people to grow their existing businesses or kick off new businesses. This is a great educational tool for entrepreneurs and the literacy practitioners that work with them. What an opportunity!"

Stephanie Fisher  
Literacy Coordinator  
Adult Native Literacy Basic Skills Program, Timmins

## Learn, Network, DO BUSINESS.

Published October 10, 2012 on [www.idobusiness.ca](http://www.idobusiness.ca)



"I am very excited to be involved in **I DO BUSINESS. National Summit & Tradeshow**. This event is a great opportunity for entrepreneurs to increase their capacity to manage and grow their businesses. For individuals interested in entrepreneurship, this Summit will provide guiding principles to help set up financial systems from the start. The follow-up to this Summit is equally exciting because the training & information obtained on March 4-5-6, 2013 will be carried back to the provinces and delivered there as well. What a great event to network and build capacity!"

Mike Hennessey  
Economic Development Officer  
Joint Economic Development Initiative Inc.  
St. Mary's First Nation, NB

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