



# I DO BUSINESS. Atlantic Regional Summit

*"Strategies for Aboriginal Success"*

## Final Report

December 3-4-5, 2013 | Best Western Plus Glengarry - Truro, Nova Scotia

Report Date:  
March 4, 2014

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## PROJECT OVERVIEW – POST EVENT

**I DO BUSINESS. Atlantic Regional Summit** was held on December 3-5, 2013, hosted collaboratively by Susan Wilson and John Kor, Directors, **I DO BUSINESS. Inc.** and Robert Bernard, CEO, **Diversity Management Group** (100% Aboriginal owned business). This three-day event was a great success. More than 120 people representing Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland and Labrador eagerly participated in all of our keynote presentations and workshops. This event gave an opportunity for emerging entrepreneurs, new and existing business owners, First Nation leaders and organizations, Industry Sector companies, Government Departments, as well as students from Atlantic Universities and Colleges to Learn, Network and Do Business together. The focus of the event was to enhance opportunities for Aboriginal entrepreneurs to capitalize on procurement contracts. Representatives attending from Aboriginal Organizations gained knowledge, skills and resources required to support Aboriginal Entrepreneurs; and representatives from corporations, funders, along with Aboriginal business lenders, and government officials, had opportunities to learn, interact, and participate in supporting “Success for Aboriginal Entrepreneurs”. All attendees benefited from networking opportunities and enhanced connectivity.

Partnering together, **I DO BUSINESS. Inc.** and **Diversity Management Group** were able to access funding from Aboriginal Affairs and Northern Development Canada (AANDC) to provide a basis for moving forward with planning the event, and subsequently accessed the following funding and private sponsorships to support the event:

- Encana Corporation – supporting two individuals to attend the event
- Encana Fund – supporting 50 Mi’kmaq individuals either in business or interested in self-employment to attend the event, as well as a portion of event costs
- Nova Scotia Mi’kmaq Economic Benefits Office - supporting 20 Mi’kmaq individuals to attend the event, including 15 business owners in the 1-5 employees category and five students enrolled and attending post secondary business related programs either college or university.
- Shell Corporation – providing sponsorship and attendance of three Shell Corporation Executives to attend the event
- ADI – supporting one entrepreneur to attend the event
- Joint Economic Development Initiative (JEDI) – supporting entrepreneurs from New Brunswick to attend the event

## Summary of Key Activities

### Phase 1: Planning

All Phase 1 activities were completed, including

- Developing work plan, budget, and key next steps
- Creating and regularly updating the website for the event:  
<http://idobusiness.ca/atlantic-regional-summit.html>
- Developing communications and marketing plan, including
  - Informing the media of the event through regular press releases and event notifications (Visit <http://www.idobusiness.ca/news.html>)
  - AMIK.ca promoted our event in their newsletter prior to its implementation and also reported on its successes post-event in their newsletter.
  - Maritime Energy Association promoted our event to their three hundred plus members through their website and email
  - A full page ad was created and purchased from Eastern Woodland Publishing newspaper in Millbrook, NS to promote and support the event
  - A news article post event was published in the Mi'kmaq Maliseet Nations News, January issue, by Cathy Martin, highlighting the value of the event, and individual participant experiences
- Identified key objectives of the Summit
- Researched key issues surrounding Aboriginal procurement and economy building challenges and success points
- Reviewed Leakage Studies in Unama'ki and Mainland Nova Scotia to target key issues for procurement

### Phase 2: Partnership Building

- Identified and created strategic partnerships and sponsorships for the Summit related to procurement
- Identified key roles and responsibilities of each partner at the Summit

### Phase 3: Marketing & Registrations

- Developed marketing materials that target Aboriginal Entrepreneurs, municipalities, First Nation communities, business support organizations, provincial, and federal agencies, corporations and industry sector representatives
- Created registration process and systems
- Incorporated registration form on website

## Phase 4: Implementation of Atlantic Regional Summit

**I DO BUSINESS. Atlantic Regional Summit** was a unique, memorable and relevant event for Aboriginal Entrepreneurs and Supporting Organizations due to a well-structured Summit framework and an agenda that featured inspiring and relevant speakers, workshop sessions, networking events, and entertainment that focused on expanding procurement opportunities and capacity of Aboriginal entrepreneurs to successfully obtain procurement contracts. **I DO BUSINESS.** and **Diversity Management Group** successfully partnered with a number of cultural experts to ensure that the event was culturally relevant.

### Workshop sessions included:

Title	Audience	Presenter
Understanding Banking Requirements. What Does Your Bank Want From You?	Emerging and Existing Aboriginal Entrepreneurs	Alex Stevenson, Business Advisor, TD Canada Trust
Growing Your Business through Marketing	Emerging and Existing Aboriginal Entrepreneurs	John Kor
Doing Business with First Nations - Duty to Consult	Supporting Organizations, Government and Corporate	Michael Kennedy, Wickwire Holm Law Firm, Halifax, NS
Successful Strategies & Partnerships	Supporting Organizations, Government and Corporate Representatives, Emerging and Existing Aboriginal Entrepreneurs	Chief Mise'l Joe, Conne River First Nation, Newfoundland; Mr. Terry French, Director of Commercial Development, Millbrook First Nation
Understanding the Reality of Taxation	Emerging and Existing Aboriginal Entrepreneurs	Gary Richard, Burchell MacDougall Law Firm
Prospecting Business Leads	Emerging and Existing Aboriginal Entrepreneurs	Darrell Brown, Kisik Enterprises (Aboriginal Firm, Manitoba)
Networking: A Key Business Tool	Emerging and Existing Aboriginal Entrepreneurs	Natalie Clifford, Clifford-Shields Legal Services
Paving Paths to Procurement Success	Emerging and Existing Aboriginal Entrepreneurs, Supporting Organizations, Government and Corporate Representatives	Peter Penashue, Successful Aboriginal Business Owner, Labrador
Exploring Best Practices to Support Business Development (Expert Panel)	Emerging and Existing Aboriginal Entrepreneurs, Supporting Organizations, Government and Corporate Representatives	Bernd Christmas Law Group, Mikmaq Rights Initiative (KMKNO), Aboriginal Chamber of Commerce (Manitoba), Maritimes

Title	Audience	Presenter
		Energy, DMG
Doing Business with Industry	Emerging and Existing Aboriginal Entrepreneurs	Hugh Kerr, Procurement Specialist Nova Scotia Power Inc.
Promoting Procurement Success	Emerging and Existing Aboriginal Entrepreneurs, Supporting Organizations, Government and Corporate Representatives	Colin Sun, AANDC; Cindy O'Driscoll, OSME
Business Etiquette - Do You Have What it Takes?	Emerging and Existing Aboriginal Entrepreneurs	PowerTalk Communications, Joan McKeogh (bio online at <a href="http://www.powertalk.ca">www.powertalk.ca</a> )
PowerTalk & You! Increase your ability to communicate as a business!	Emerging and Existing Aboriginal Entrepreneurs	PowerTalk Communications, Joan McKeogh
Introduction to Social Media: Facebook, Twitter and Blogging	Emerging and Existing Aboriginal Entrepreneurs	Natalie Clifford, Clifford Sheils Legal
Bridging the Gap Between Culture & Business	Emerging and Existing Aboriginal Entrepreneurs, Supporting Organizations, Government and Corporate Representatives	Robert Bernard, DMG
Negotiating Partnerships & Joint Ventures	Emerging and Existing Aboriginal Entrepreneurs, Supporting Organizations, Government and Corporate Representatives	KMKNO, NSAEBO, Membertou, Bernd Christmas, Barbara Pike, Craig Hall
Prospecting Business Leads - Keys to Success	Emerging and Existing Aboriginal Entrepreneurs	Darrell Brown & Robert Bernard
Building Bridges to Economic Prosperity	Emerging and Existing Aboriginal Entrepreneurs, Supporting Organizations, Government and Corporate Representatives	Bernd Christmas
The Importance of Diversity	Emerging and Existing Aboriginal Entrepreneurs, Supporting Organizations, Government and Corporate Representatives	Barbara Pike CEO, Maritimes Energy
Building Good Relations is Building Good Business	Emerging and Existing Aboriginal Entrepreneurs, Supporting Organizations, Government and Corporate Representatives	Don Burnstick, Burnstick Promotions

Title	Audience	Presenter
Successful Strategies & Partnerships - Working Towards a Positive Future	Emerging and Existing Aboriginal Entrepreneurs, Supporting Organizations, Government and Corporate Representatives	Chief Bob Gloade , Millbrook First Nation (NS)
Successful Strategies & Partnerships - Working Towards a Positive Future	Emerging and Existing Aboriginal Entrepreneurs, Supporting Organizations, Government and Corporate Representatives	Chief Mise'l Joe, Miawpukek First Nation (Conne River) NFLD
Economic Leakage Studies in Nova Scotia	Emerging and Existing Aboriginal Entrepreneurs, Supporting Organizations, Government and Corporate Representatives	Kelly Campbell LeFort, Business Consulting Manager, Sobey School of Business, St. Mary's University, Halifax, NS
Economy Building Strategies	Emerging and Existing Aboriginal Entrepreneurs, Supporting Organizations, Government and Corporate Representatives	Craig Hall, COO, Aboriginal Human Resource Council (AHRC) of Canada
Joint Venture Strategies - What Works and Why	Emerging and Existing Aboriginal Entrepreneurs, Supporting Organizations, Government and Corporate Representatives	Eric Christmas, KMKNO - Mi'kmaw Rights Initiative
Building an Aboriginal Procurement Model - Is it the Path to Success for Aboriginal Business?	Emerging and Existing Aboriginal Entrepreneurs, Supporting Organizations, Government and Corporate Representatives	Robert Bernard & John Kor

### **Keynote & Plenary Speakers:**

Chief Bob Gloade, [Millbrook First Nation](#)

Ms. Barbara Pike, CEO, [Maritimes Energy](#)

Mr. Bernd Christmas, President, Bernd Christmas Law Group

Ms. Kelly Campbell LeFort, Sobey School of Business, St. Mary's University

Mr. Craig Hall, COO, [Aboriginal Human Resource Council](#)

Chief Mi'sel Joe, Miawpukek First Nation (Conne River)

Cassandra Dorrington, President, Canadian Aboriginal Minority Supplier Council

Eric Christmas, Energy Advisor, Mi'kmaw Rights Initiative (KMKNO)

### **Entertainment:**

Don Burnstick, Comedian

Eastern Eagle Drum Group

The Kiju's Boyz Singers

## **Project Results for Aboriginal Entrepreneurs**

Over 120 attendees, the majority being Aboriginal Entrepreneurs, participated in informational procurement workshops that highlighted opportunities locally, provincially and federally. The content of a number of presentations focused on increasing the skillsets and capacity of Aboriginal Entrepreneurs to successfully bid for procurement opportunities. The culminating plenary session "Building an Aboriginal Procurement Model - Is it the Path to Success for Aboriginal Business?" engaged all participants in an in-depth discussion and exploration of how to build an Aboriginal Procurement Model that would increase the success of Aboriginal Entrepreneurs in expanding their businesses through procurement opportunities set aside by corporations and government. Relevant workshops focused on the topic of procurement included:

- Successful Strategies & Partnerships
- Paving Paths to Procurement Success
- Doing Business with Industry
- Exploring Best Practices to Support Business Development (Expert Panel)
- Promoting Procurement Success
- Negotiating Partnerships & Joint Ventures
- Building Bridges to Economic Prosperity



## **Project Results for Representatives of Municipal Governments, and Non-Aboriginal Businesses/Corporations**

Representatives from Municipal Governments and Non-Aboriginal Businesses and Corporations at **I DO BUSINESS. Atlantic Regional Summit** participated in a number of plenary sessions and workshops that provided them with key information regarding best practices for building strategic procurement partnerships, such as:

- Doing Business with First Nations - Duty to Consult
- Economic Leakage Studies in Nova Scotia
- Successful Strategies & Partnerships
- Paving Paths to Procurement Success
- Exploring Best Practices to Support Business Development (Expert Panel)
- Negotiating Partnerships & Joint Ventures
- Building Bridges to Economic Prosperity

Orchestrated networking opportunities where these representative could connect directly with Aboriginal Entrepreneurs, First Nation Communities and Tribal Councils to discuss and collaborate on procurement strategies were woven throughout the event, including the culminating plenary session “Building an Aboriginal Procurement Model - Is it the Path to Success for Aboriginal Business?”.

## **Project Results for Aboriginal Community Leaders: including Chiefs and Councils, Economic Development Officers, Executive Officers, Financial Officers**

Aboriginal Community Leaders participated in event plenary sessions and workshops that increased their knowledge of key drivers in the development of the Aboriginal economy, increased their knowledge regarding procurement as a tool to strengthen First Nations community as well as best practices regarding building procurement agreements with government and corporate bodies. Lastly, all participants were provided with information to enhance their understanding of the impact of economic leakage in First Nation communities, and strategies to reduce this leakage and promote economic development within First Nations. Relevant events include:

- Economic Leakage Studies in Nova Scotia
- Successful Strategies & Partnerships
- Paving Paths to Procurement Success
- Exploring Best Practices to Support Business Development (Expert Panel)
- Negotiating Partnerships & Joint Ventures
- Building Bridges to Economic Prosperity



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## Appendix A

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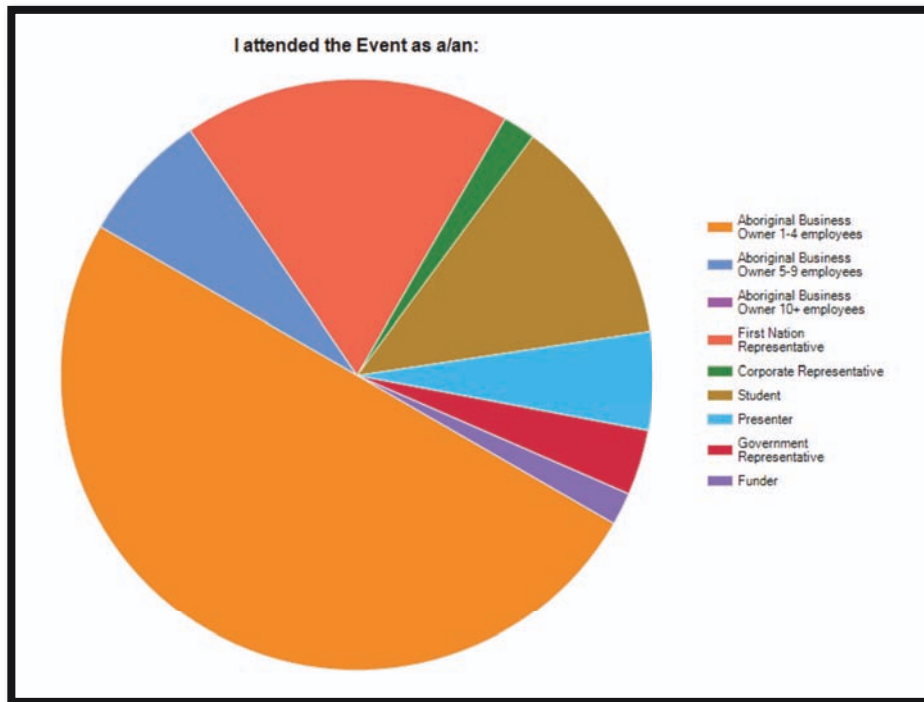
### Summary Impact Report



**Appendix A: Summary Impact Report**  
**I DO BUSINESS. Atlantic Regional Summit**  
**December 3-5, 2013**  
**Truro, Nova Scotia**

**Overview of Attendees and Event**

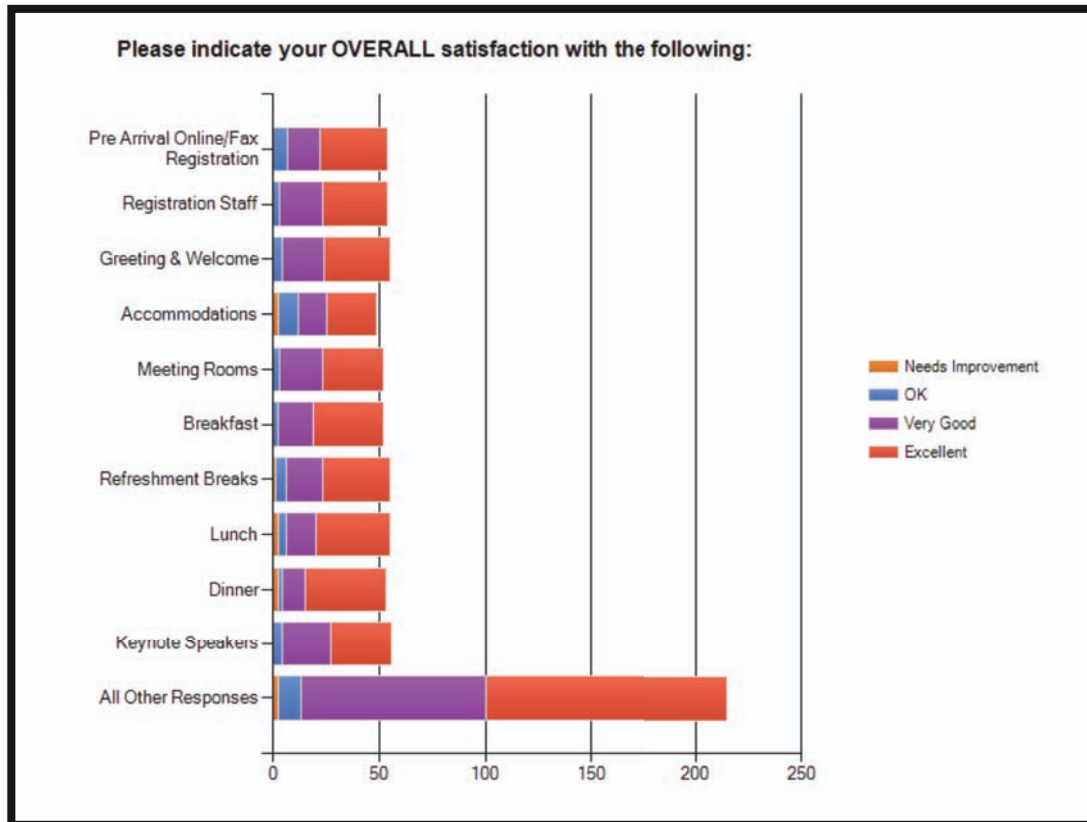
More than 120 individuals attended **I DO BUSINESS. Atlantic Regional Summit**. Of those attending, 65.3% were Aboriginal Entrepreneurs, 20.4% were First Nation Representatives, and 85.7% of all participants were Aboriginal. Students (14%), Presenters (4.1%), Government Representatives (4.1%), Corporate representatives (2%), and Funders (2%) made up the remainder of participants.



Of those who responded to the survey, 98% of participants indicated that they would recommend attending **I DO BUSINESS. Atlantic Regional Summit** to others.

The vast majority of participants selected “Excellent” or “Very Good” when evaluating all aspects of the event, including pre-arrival online/fax registration, registration staff, greeting & welcome, accommodations, meeting rooms, meals, refreshment breaks, keynote speakers, plenary sessions, workshops & panels, networking events, and entertainment (See below chart).

Of particularly positive significance are the respondents' evaluation of the Summit content. Most participants responding to the survey rated the content to be of "Excellent" or "Very Good" quality: keynote speakers (92.9%), plenary sessions (92.7%), workshops & panels (94.6%), and networking events (88.5%).



When asked what attendees appreciated most about the Summit, respondents were very positive, including statements such as:

- "Everything was awesome! Thank you."
- "Presenters were well informed"
- "The whole summit was well organized, highly recommend it"
- "The opportunity to network"
- "Networking opportunities, connecting with other business owners"
- "**I DO BUSINESS.** people were very friendly and approachable"
- "Casual yet professional, lots of networking and opportunities to brainstorm with other Aboriginal Entrepreneurs"
- "I liked the fact that this Summit was geared towards Aboriginals in Atlantic Canada"
- "The focus on procurement"
- "My business card collection! New Network!"
- "The information I learned from all presentations"

Key themes that emerged from the qualitative data included the perceived significant value by attendees of networking opportunities with other Aboriginal Entrepreneurs in the Atlantic Region, the information offered at presentations and workshops, the focus on procurement, and entertainment such as Don Burnstick were highly popular.

## **Plenary Sessions and Workshops/Panels Related to Procurement and Economic Leakage**

### **Session: Mi'kmaw Economic Leakage Results**

Evaluation respondents indicated that, overall, the content of the workshop was “very much” interesting (82.2%), with 76.7% indicating that the content was “very much” useful to them.

As a result of the workshop, participants commented that their next steps would be to:

- “Explore business options where there is economic leakage”
- “Include leakage in my business plan”
- “Try to keep money in home community”
- “Find ways to provide the needs for my community and keep spending on reserve”
- “Get the powerpoint and address my band about it”
- “Speak with our EDO”

### **Session: Doing Business with Industry Results**

- 100% of attendees rated the presenter as knowledgeable, well prepared, and engaging.
- 100% found the content of the workshop interesting, and 91.7% found it useful

### **Session: Promoting Procurement Results**

- 100% of those surveyed indicated that the presenter was knowledgeable, well prepared and engaging
- 100% indicated that their knowledge has increased and their skills have improved as a result of their participation in this workshop

## Individual, Group & Systems Impact Summary

Results indicate impact at the individual, group and systems level was achieved through participation and engagement at **I DO BUSINESS. Atlantic Regional Summit -Strategies for Aboriginal Success.**

### Individual Impact

Various business relationships were established at **I DO BUSINESS. Atlantic Regional Summit** between Aboriginal entrepreneurs, experts, and representatives from corporations, government, and First Nations through the networking opportunities provided. Evaluation commentary indicates that these relationships have progressed beyond the initial contact at the Summit into real business contacts and mentorship opportunities.

Further, many Aboriginal Entrepreneurs self-reported that they had a significant increase in business knowledge as a result of attending Summit workshops and plenary sessions, which has encouraged them to continue moving forward with their business plans.

### Group Impact

Beyond the individual impact, there is evidence to support that **I DO BUSINESS. Atlantic Regional Summit** has strengthened the community of Aboriginal Entrepreneurs in the region. This event was a platform to develop a community of entrepreneurs, build and strengthen links and relationships, and sustain a collective and supportive network. Many indicated that their experiences at the event enhanced their sense of group pride at the accomplishments of Aboriginal Entrepreneurs in their area.

### Systems Impact

In addition, this work has shifted and enhanced a system that has traditionally excluded Aboriginal Entrepreneurs from the economic marketplace. The Summit brought together and developed a supportive network to foster and strengthen Aboriginal Entrepreneurs. Government representatives, funding organizations, corporations, experts, and entrepreneurs united over the course of three days to generate awareness regarding the value of Aboriginal business, develop strategies to build Aboriginal economies and create meaningful systemic impact and change.



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## Appendix B

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### Summit Program





# I DO BUSINESS.™

## ATLANTIC REGIONAL SUMMIT

### Strategies *for* **Aboriginal Success**

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#### Learn • Network • Do Business

- Building contract and procurement opportunities
- Bridging First Nation and Municipal Business
- Implementing strategies for business growth
  - Understanding the procurement process
- Joint Venture & Partnership Opportunities

**Best Western Glengarry**  
800-567-4276

Hosted by:  
I DO BUSINESS, Inc.

Ph: 705-432-2577

Diversity Management Group

Ph: 902-302-3300

[www.idobusiness.ca/atlantic-regional-summit.html](http://www.idobusiness.ca/atlantic-regional-summit.html)



# DECEMBER 3 - 4 - 5, 2013

TRURO - NOVA SCOTIA



Welcome,

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Aboriginal Affairs and  
Northern Development Canada

Affaires autochtones et  
Développement du Nord Canada

AANDC is one of the federal government departments responsible for meeting the Government of Canada's legal obligations and commitments to First Nations, Inuit and Métis, and for fulfilling the federal government's constitutional responsibilities in the North.

AANDC's responsibilities are largely determined by numerous statutes, negotiated agreements and relevant legal decisions. Most of the Department's programs, representing a majority of its spending - are delivered through partnerships with Aboriginal communities and federal-provincial or federal-territorial agreements. AANDC also works with urban Aboriginal people, Métis and Non-Status Indians (many of whom live in rural areas).

## The Procurement Strategy for Aboriginal Business (PSAB)

The PSAB initiative aims to increase federal contracting opportunities and to gain access to the overall federal procurement process for Aboriginal businesses.

The PSAB initiative is a national Government of Canada initiative led by Aboriginal Affairs and Northern Development Canada (AANDC). All federal government departments and agencies participate in this initiative.

The Procurement Strategy for Aboriginal Business (PSAB)

10 Wellington Street, Room 1105

Gatineau, QC

Tel: 1-800-400-7677

Fax: 819-956-9837

Email: [saea-psab@aadnc-aandc.gc.ca](mailto:saea-psab@aadnc-aandc.gc.ca)

# Agenda



# I DO BUSINESS.™

## Atlantic Regional Summit

### Agenda

December 3<sup>rd</sup>, 2013

Registration Table Open Best Western Glengarry Conference Centre	4:00 to 6:00 pm
Opening Prayer/Smudge - Elder Lawrence Wells Welcome Dinner, Cultural Performance Eastern Eagle Drum Group Keynote Speaker: Barbara Pike Networking Event	6:00 to 9:00 pm

All sessions, workshops, events and activities will be experiential and active, including Cultural Sharing and Storytelling, Large Group Sessions, Small Group Sessions, Presentations, Panels, Focus Groups, Question/Answer Sessions, Expertise Sessions, Entertainment and Active Networking/Open Space.



# Agenda

December 4<sup>th</sup>, 2013

Registration & Continental Breakfast	7:30 to 8:45 am
<b>Opening Prayer</b> - Elder Lawrence Wells <b>Welcome Address</b>	8:45 to 9:15 am
Keynote Speaker: Bernd Christmas	9:15 to 10:15 am
Networking & Refreshment Break (Tradeshow/Booth Area)	10:15 to 10:30 am
Plenary Presentation #1	10:30 to 11:15 am
Transition Time to Workshops	11:15 to 11:20 am
Workshops ( 3 choices)	11:20 to 12:00 pm
Lunch Break Presentation on " <i>The Alexis Principles™</i> " (Trade Show / Booth Area)	12:00 to 1:00 pm
Plenary Sessions	1:00 to 2:15 pm
Transition to Workshops	2:15 to 2:20 pm
Workshops (3 choices)	2:20 to 3:00 pm
Networking & Refreshment Break (Tradeshow/Booth Area)	3:00 to 3:15 pm
Plenary Presentation # 2	3:15 to 4:00 pm
Panel Presentation	4:00 to 4:45 pm
Summary of all Sessions – Sharing Closing Prayer - Elder Lawrence Wells	4:45 to 5:00 pm
Personal Time	5:00 to 6:00 pm
<b>I DO BUSINESS.</b> Dinner Traditional Performance Keynote Speaker: Cassandra Dorrington Don Burnstick - Comedy Hour	6:00 to 8:30 pm
Networking Event wih Light Music	8:30 to 10:00 pm

All sessions, workshops, events and activities will be experiential and active, including Cultural Sharing and Storytelling, Large Group Sessions, Small Group Sessions, Presentations, Panels, Focus Groups, Question/Answer Sessions, Expertise Sessions, Entertainment and Active Networking/Open Space.

# Agenda

December 5<sup>th</sup>, 2013

Buffet Breakfast	7:30 to 8:45 am
<b>Opening Prayer</b> Elder Lawrence Wells <b>Welcome Address</b>	8:45 to 9:15 am
Keynote Speaker: Craig Hall	9:15 to 10:15 am
Networking & Refreshment Break (Tradeshow/Booth Area)	10:15 to 10:30 am
Plenary Presentation #2	10:30 to 11:15 am
Transition Time to Workshops	11:15 to 11:20 am
Workshops ( 3 choices)	11:20 to 12:00 pm
Lunch Break Presentation on <b>I DO BUSINESS. Community Mini-Summits</b> (Trade Show / Booth Area)	12:00 to 1:00 pm
Plenary Sessions # 2	1:00 to 2:15 pm
Transition to Workshops	2:15 to 2:20 pm
Workshops (3 choices)	2:20 to 3:00 pm
Networking & Refreshment Break (Tradeshow/Booth Area)	3:00 to 3:15 pm
Panel Presentation # 2	3:15 to 4:00 pm
Summary of all Sessions – Sharing Draw for iPad (Early Bird Registrations only) Passport to Prizes Draw (Top Attendee Giveaways) Closing Prayer - Elder Lawrence Wells Closing Drum/Song	4:00 to 4:45 pm

All sessions, workshops, events and activities will be experiential and active, including Cultural Sharing and Storytelling, Large Group Sessions, Small Group Sessions, Presentations, Panels, Focus Groups, Question/Answer Sessions, Expertise Sessions, Entertainment and Active Networking/Open Space.



# Workshops & Panels



# Workshop Descriptions

## December 4<sup>th</sup> Morning

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Plenary Presentation Title: Mi'kmaw Economic Leakage Study Results

Scheduled: December 4th 10:30 to 11:15 a.m.

Presenter: Kelly Campbell Lefort, Sobey School of Business, St. Mary's University

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Workshop Title: Understanding Banking Requirements - What Does Your Bank Need From You?

Summit Theme: Financial Literacy

Target Audience: Emerging & Existing Aboriginal Entrepreneurs. Relevant to All.

Description & Objectives:

In this workshop, participants will have the opportunity to hear and discuss the role banks play for businesses. The topics will include an overview of how banks help businesses, what information banks require from business owners (both for bank accounts and credit), important tips to know, and a few other sources of credit. The goal of the session will be to help participants understand how banks work, and how they can prepare themselves for success.

Scheduled: December 4th 11:20 to 12:00 p.m.

Presenter: Alexander Stevenson, TD Canada Trust

Workshop Title: Growing Your Business Through Marketing

Summit Theme: Business Development & Financial Success

Target Audience: Emerging & Existing Aboriginal Entrepreneurs. Relevant to All.

Description & Objectives:

In this workshop you will be introduced to strategies to grow your business through marketing. You will learn ways to make your company more recognized, and receive low cost promotional ideas to do more business.

Scheduled: December 4th 11:20 to 12:00 p.m.

Presenter: John Kor, **I DO BUSINESS.**

Workshop Title: Doing Business With First Nations - Duty To Consult

Summit Theme: Financial Literacy

Target Audience: Emerging & Existing Aboriginal Entrepreneurs. Relevant to All.

Description & Objectives:

This workshop addresses key opportunities and challenges that come along with being an Aboriginal Entrepreneur doing business in First Nation communities across Canada. Topics to be addressed include taxation, what you can write off, doing business with government and municipalities, seizure of assets, and methods to obtain financing. You will leave this workshop with an understanding of how to explore what hidden business opportunities there are in your own community and how to capitalize on these opportunities.

Scheduled: December 4th 11:20 to 12:00 p.m.

Presenter: Michael Kennedy, Wickwire Holm



## December 4<sup>th</sup> Afternoon

---

Presentation Title: Building Bridges For Effective Business Development

Summit Theme: Business Development

Target Audience: Emerging & Existing Aboriginal Entrepreneurs, Relevant To All.

Description & Objectives:

This brief lunch time presentation will introduce you to The Alexis Principles, a set of cross-cultural strategies that build bridges for successful business development and communications between individuals, businesses, corporations, and government agencies in any cultural context. The Alexis Principles™ provide a foundation to enhance successful business interactions and procurement opportunities for Aboriginal Entrepreneurs and the companies they do business with across Canada.

Scheduled: December 4th 12:00 to 12:20 p.m.

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Plenary Presentation Title: Successful Strategies & Partnerships

Target Audience: Relevant to All.

Scheduled: December 4th 1:00 to 2:15 p.m.

Presenter: Dr. Chief Mise'l Joe, Miawpukek First Nation & Terry French, Millbrook First Nation

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Workshop Title: Understanding The Reality Of Taxation

Summit Theme: Business Development

Target Audience: Emerging & Existing Aboriginal Entrepreneurs.

Description & Objectives:

Whether we want to realize it or not, taxation is a reality in business operations. Whether we operate our business in First Nation communities or not, taxes will come into play. Do you know how to handle your taxes for your own business success? Know and hear from the taxation experts on the ins and outs of taxation. Learn about what can help you and what can hurt you in your business!

Scheduled: December 4th 2:20 to 3:00 p.m.

Presenters: Representatives from Grant Thornton

Workshop Title: Prospective Business Leads

Summit Theme: Business Development

Target Audience: Emerging & Existing Aboriginal Entrepreneurs.

Description & Objectives:

As you start your business, finding and securing new customers is without a doubt the most difficult and stressful aspect of entrepreneurship. This interactive presentation will assist Aboriginal Entrepreneurs to succeed in the art of prospecting by learning the simple strategies for identifying organizations and individuals who have a potential need for your product or service, making contact with them to see if you can be of service and then generating a client & supplier relationship.

Scheduled: December 4th 2:20 to 3:00 p.m.

Presenters: Darrell Brown, Kisik Marketing & Communications Ltd.



## December 4<sup>th</sup> Afternoon Cont...

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Workshop Title: Networking: A Key Business Tool

Summit Theme: Business Development & Marketing

Target Audience: Emerging and Existing Aboriginal Entrepreneurs, Relevant To All.

Description & Objectives:

In this workshop participants will learn about what networking is and how to promote themselves to develop meaningful professional relationships. Participants will experience hands-on practice creating a networking strategy and practicing specific networking techniques. Further practice will be embedded throughout the Atlantic Regional Summit within workshops, activities and events.

Scheduled: December 4th 2:20 to 3:00 p.m.

Presenters: Natalie Clifford, Clifford Sheils Legal

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Plenary Presentation Title: Paving Paths To Procurement Success

Summit Theme: Business Development

Target Audience: Relevant to All.

Scheduled: December 4th 3:15 to 4:00 p.m.

Presenter: Peter Penashue, Innu Business Owner

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Panel Title: Exploring Best Practices To Support Business Development

Summit Theme: Business Development

Target Audience: Emerging & Existing Aboriginal Entrepreneurs. Relevant to All.

Description & Objectives:

A panel of leading experts in supporting business development, from a variety of locations and contexts, will answer questions regarding best practices in supporting business development for entrepreneurs. Discussion topics will include business startup, generating business leads, securing contracts, maintaining sustainable operations and more! While the panel will lead the discussion, audience members will have opportunities to contribute and ask questions.

Scheduled: December 4th 4:00 to 4:45 p.m.

Moderators: John Kor, **I DO BUSINESS.** & Robert Bernard, Diversity Management Group

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## December 5<sup>th</sup> Morning

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Plenary Presentation Title: Joint Venture Strategies - What Works & Why?

Summit Theme: Business Development

Target Audience: Emerging & Existing Aboriginal Entrepreneurs. Relevant to All.

Scheduled: December 5th 10:30 to 11:15 a.m.

Presenters: Eric Christmas, (KMKNO) Mi'kmaw Rights Initiative

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Workshop Title: Doing Business With Industry

Summit Theme: Business Development

Target Audience: Emerging & Existing Aboriginal Entrepreneurs.

Description & Objectives:

In this workshop businesses will learn about the industry requirements when bidding on Requests for Proposals (RFP's) that are released from industry companies and also an introduction to how supplier chains work. The focus will be to learn about what your business has to know and prepare for if you are seriously planning on bidding on major industry contracts.

Scheduled: December 5th 11:20 to 12:00 p.m.

Presenter: Hugh Kerr, Nova Scotia Power Inc.

Workshop Title: Promoting Procurement Success

Summit Theme: Business Development

Target Audience: Emerging & Existing Aboriginal Entrepreneurs, Relevant To All.

Description & Objectives:

A must for Aboriginal Business! In this workshop you will learn about how you can increase sales by doing business in the mainstream business world with private sector companies, corporations and government at all levels. Learn about what procurement is and find out about procurement opportunities and strategies to get contracts for your firm.

Scheduled: December 5th 11:20 to 12:00 p.m.

Presenter: Colin Sun, AANDC & Cindy O'Driscoll, OSME

Workshop Title: Business Etiquette - Do You Have What It Takes?

Summit Theme: Business Development

Target Audience: Emerging & Existing Aboriginal Entrepreneurs.

Description & Objectives:

Doing business in the mainstream business world requires you to operate with a certain set of guidelines in order to maintain successful operations for the long term. This workshop will go through a number of "everyday values" that are important to business success and what other businesses use as "must do things" and "what not to do" in business.

Scheduled: December 5th 11:20 to 12:00 p.m.

Presenter: Joan McKeogh, PowerTalk Communications



## December 5<sup>th</sup> Afternoon

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Presentation Title: Recognizing The Value of I DO BUSINESS. Mini-Summits

Summit Theme: Supporting Business Development

Target Audience: Emerging & Existing Aboriginal Entrepreneurs. Relevant to All.

Description & Objectives:

Do you want to share what you have learned at the Atlantic Regional Summit with other entrepreneurs or organizations in your home community? Learn about how you can become a Community Ambassador for I DO BUSINESS. and help to host a Mini-Summit in your own community. No previous facilitation experience is required. This lunch time presentation will show you how a Mini-Summit can be held utilizing local resources right in your own community!

Scheduled: December 5th 12:00 p.m. to 12:20 p.m.

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Workshop Title: PowerTalk & You! Increase Your Ability To Communicate As A Business!

Summit Theme: Business Development

Target Audience: Emerging & Existing Aboriginal Entrepreneurs.

Description & Objectives:

Are you nervous in meetings or when you give business presentations? Do you want to make more sales? Would you like to get your message across to others more effectively? If you answered yes to any one of these question: This workshop is for you!

Scheduled: December 5th 2:20 to 3:00 p.m.

Presenter: Joan McKeogh, PowerTalk Communications

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Workshop Title: Introduction To Social Media: Facebook, Twitter & Blogging

Summit Theme: Business Development

Target Audience: Emerging & Existing Aboriginal Entrepreneurs, Relevant To All.

Description & Objectives:

Facebook, Twitter and Blogging are three tools that will help you build your business. This session will cover how to set up your social media tools for business, content that should and should not be posted, how to write your content, and how to ensure that you keep an active presence to build followers.

Scheduled: December 5th 2:20 to 3:00 p.m.

Presenter:

---

Workshop Title: Bridging The Gap Between Culture & Business

Summit Theme: Business Development & Forming Business Partnerships

Target Audience: Emerging & Existing Aboriginal Entrepreneurs, Relevant To All.

Description & Objectives:

Come and explore the discussions that will take place at the "Community, Culture & Business" Workshop with Mi'kmaw entrepreneur, Mr. Robert Bernard of Diversity Management Group (DMG). He will present on some real life experiences of growing up in a First Nations community and experiencing the challenges that Aboriginal people face across the country when it comes to balancing cultural teachings and everyday business practices.

Scheduled: December 5th 2:20 to 3:00 p.m.

Presenter: Robert Bernard, Diversity Management Group



## December 5<sup>th</sup> Afternoon Cont...

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Panel Presentation Title: Business Chamber Concept - Why Is It Needed?

Summit Theme: Business Development

Target Audience: Emerging & Existing Aboriginal Entrepreneurs. Relevant to All.

Scheduled: December 5th 3:15 to 4:00 p.m.

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# Presenters, Keynote Speakers & Entertainers



## Keynote & Guest Speakers



Ms. Barbara Pike

Barbara is the CEO of The Maritimes Energy Association, which she took over in January of 2011. Since then she has rebranded the industry association from one focused on offshore oil and gas (under the name OTANS), to a regional association representing companies that provide goods and services to the energy industry – onshore & offshore, renewable & non-renewable.

Before joining The Maritimes Energy Association, Barbara spent six years with the Atlantic Institute for Market Studies (AIMS), first as the institute’s Director of Communications and later as Vice President. Before that, she was the Public Information and Environmental Coordinator with the Canada – Nova Scotia Offshore Petroleum Board for five years.

Barbara has more than 20 years experience as a journalist in newspapers, radio and television, primarily with the CBC and The Canadian Press. She moved to the field of public relations in 1997, first as a consultant, then with the Nova Scotia government as a communications officer.

Barbara is an active volunteer in the community. She is a member of the Board of Directors for Sport Nova Scotia and is the Vice President – Finance. Barbara is a past member of numerous Boards including the Petroleum Human Resources Council of Canada. Born and raised in St. John’s, Newfoundland, Barbara lives in Halifax and has one daughter.



Mr. Bernd Christmas

Mr. Christmas is a barrister and solicitor with the firm Bernd Christmas Law Group. He practices in the area of Aboriginal law with a focus on corporate and commercial matters.

As an Aboriginal lawyer, former Chief Executive Officer (CEO) of the Membertou Band of Nova Scotia and the Membertou Corporate Division, and as a negotiator for several First Nations bands, Mr. Christmas brings a deep understanding of Aboriginal perspectives. He also brings extensive experience on national and international boards and commissions. He presently sits on the boards of Investors Group and the NS Jobs Fund.

Mr. Christmas is a member of the Nova Scotia Barristers’ Society and of the Law Society of Upper Canada (Ontario).





Ms. Cassandra Dorrington

President of CAMSC – the Canadian Aboriginal and Minority Supplier Council, Cassandra Dorrington leads the charge of delivering programs and processes to promote and facilitate procurement opportunities between major corporations in Canada, and suppliers of all sizes owned and operated by Canadian Aboriginals and Minorities. In her two years at the helm, she has been instrumental in expanding the CAMSC brand across Canada and significantly growing the supplier base in Canadian marketplace.

As a result of CAMSC's growing prominence in the business community, Cassandra sits as a member of the Toronto 2015 Diversity Advisory Council and the Toronto Board of Trade Diversity Council and she has been a frequent speaker at seminars and conferences both nationally and internationally.

Currently, Cassandra sits as the Chair for the National Board of Directors of Certified Management Accountants of Canada, the Co- Chair of the newly merged CMA /CA organization - CPA Canada, and Chair for the Black Business Enterprise in Nova Scotia. In addition to her wide range of experiences in the business world, Cassandra's community involvement has garnered her Commemorative Medal for the 125th anniversary of Canadian Confederation, the YWCA Woman of Distinction award for Community Service and a 2010 Women of Excellence award.



Mr. Craig Hall

As the Chief Operating Officer of the Aboriginal Human Resource Council, Craig has co-designed and drafted many of the council's numerous strategic alliances. He is widely recognized for his experience in leveraging corporate needs to the prospects of Aboriginal development. During his 11 years in the Northwest Territories, Mr. Hall worked closely with numerous Aboriginal initiatives in developing fresh business opportunities, particularly in areas of corporate-Aboriginal partnerships and collaborative economic planning.

With 25+ years experience as a small business owner, a senior government manager and business consultant, he provides the council with honed negotiating skills, as well as a good grasp of the processes and protocols involved in joint business ventures, regional economic development, intergovernmental agreements and collaborative involvements in large-scale resource projects.



## Presenters



### **Robert Bernard, President/CEO Diversity Management Group (DMG)**

Robert Bernard is a business owner of an Aboriginal consulting firm called Diversity Management Group (DMG) which is based out of We'koqma'q First Nation in beautiful Cape Breton, Nova Scotia. Since starting his business in 2000 DMG has created numerous partnerships with both Aboriginal and Non-Aboriginal companies with one goal in mind – to help create capacity building opportunities for Aboriginal people, businesses and communities. He has and continues to be part of multiple business partnerships that focus on different business offerings such as Renewable Energy & Energy Efficiency initiatives, Water & Waste Water Infrastructure Vulnerability Assessments under the PIEVC Protocol and Environmental Engineering & Project Management. One of his greatest accomplishments on a business level was to be part of the very first Aboriginal business association created in Atlantic Canada.



### **Darrell Brown, President - Kisik Marketing & Communications Ltd.**

Darrell Brown is a Cree entrepreneur active for over 12 years now. Darrell has worked extensively with Canadian and International Aboriginal communities and organizations over the past several years in business planning, resource access negotiations, tourism product development and global marketing, market research, procurement and many other areas of economic development. Darrell is President of Kisik Marketing & Communications Ltd., This Aboriginal consulting firm was formed in 1999 to serve the marketing needs of the Aboriginal tourism industry in Canada. Darrell is also President of Kisik Inc (est. 2003). Darrell holds The Certificate of Indigenous Leadership, Governance, and Management Excellence from The Banff Centre. He holds an Advanced Diploma in International Business from Red River College and currently resides in Winnipeg, Canada.



### **Eric Christmas, Mi'kmaq Encana Liason Advisor - Kwilmu'kw Maw-klusuaqn Mi'kmaq Rights Initiative (KMKNO)**

Beginning in 2000 Eric was the founder of the Aboriginal Alliance of Companies, a consortium of over 40 Mi'kmaq firms who united together to benefit from the contractual opportunities off the coast of Nova Scotia. Following the Alliance Eric built and operated the Membertou Geomatics division which today is a vibrant and award winning company for the Membertou First Nation. With varied positions with either the federal government (DFO), financial institutions (Ulnooweg), private sector (Exxon-Mobil, Barry Group), First Nations (Membertou, Wagmatcook) and the National Centre for First Nations Governance, Aboriginal business development has always been at the core of these postings. Currently at KMKNO Eric is leading an effort to develop a Mi'kmaq resource capital fund which will be designed to support the flow of Mi'kmaq financial capital into the energy and renewable energy projects. As well Eric is helping to develop a strategic plan to align the Assembly of Nova Scotia Mi'kmaq Chiefs with the ever growing and ever changing renewable energy sector. As a graduate of Dalhousie University (Economics) Eric remains committed to the cause of Mi'kmaq business and corporate development.





## Natalie Clifford, Owner - Clifford Sheils Legal

Natalie graduated from Dalhousie law school in 2012, and was called to the bar in June, 2013. Natalie was born in Halifax and grew up in Nova Scotia. After graduating from Armbrae Academy, she pursued a professional degree in Public Relations at Mount Saint Vincent University. The cooperative program incorporated work terms, through which Natalie gained a diversity of professional experience and contacts. Her positions included communications officer roles at Communications Nova Scotia, Department of Foreign Affairs and International Trade Canada, and as coordinator for the Atlantic Journalism Awards.

Natalie maintains an interest in public relations, especially as it interacts with legal issues. In 2009, Natalie graduated with Honours in a degree in Public Relations. After graduating from law school, Natalie articulated at Wickwire Holm in Halifax. After completing her articles, Natalie and a law school colleague, Sarah Shiels, decided to enter practice together, finding innovative ways to practice law in a continually evolving market. Today, Natalie and Sarah operate Clifford Shiels Legal, a mobile law firm located in the Halifax area. They work to meet at their clients' preferred locations, and provide service in ways that suit each individual client's situation and schedule.



## Meagan Durning, MBA, BBA, CHRP Consultant - Sobeys School Business Development Centre (SSBDC)

Since joining the SSBDC consulting team two years ago, Meagan has been involved in First Nation strategic business plans, First Nations Fisheries economic development plans, First Nations economic leakage studies and hi-tech industry marketing plans for software development. Prior to joining the SSBDC team, Meagan spent five years working in leadership development, strategic planning and employment engagement, and three years in financial services. At the Centre, Meagan works predominately with economic development, financial planning, human resource and market needs assessments. Meagan also has experience managing students and community members throughout the research stage of multiple research projects.



## Terry French, Director of Commercial Operations - Millbrook First Nation

Terry graduated from St. Francis Xavier University Antigonish in Nova Scotia with a Bachelor of Business Administration. He has also obtained Fellowship in the Institute of Canadian Bankers in 1982 as well as the successful completion of the Canadian Securities Course (2000) and the Personal Financial Planning (2001). He has spent the last 20 years in Commercial Financial Services as a Senior Account Manager involved in the management of higher end commercial accounts which include lending, deposit alternatives, business planning and management and assessment of account risk. Terry's overall banking experience includes several years spent in the retail branch administration, personnel, operations, training and audit functions. During this time he has occupied several management and leadership roles of various groups in the various functions throughout his career. His experience includes having the opportunity of living in the four Atlantic Provinces, the North West Territories and travelled Atlantic Canada and the Caribbean during the operations and audit phases of his career.



### Dr. Chief Mi'sel Joe, Chief - Miawpukek First Nation

Dr. Chief Mi'sel Joe comes from a long line of saqamaws or chiefs in the Mi'kmaq territory. Chief Joe was educated in Mi'kmaq traditions. After having left the reserve as a young man, he returned in 1973 and became involved in band government politics, first as a councilor, then as a traditional saqamaw and the Newfoundland District Chief for the Mi'kmaq Grand Council.

Mi'sel was awarded an Honorary Doctor of Laws, honoris causa, by Memorial University of Newfoundland & Labrador in 2004, in recognition of Mi'sel's contribution to the economic, social and political development of the Mi'kmaq people of Newfoundland & Labrador.

He is a member of the Atlantic Policy Congress, the First Nations Trust Fund, Newfoundland Museum Advisory Committee, Ulnooweg Development Group Ltd and the Aboriginal Capacity and Development Research Centre. He also holds a community seat at the United Nations (Human Rights).

He has led his community through isolation and poverty to prosperity. In the 1980's he was part of the team that fought for and won recognition from the federal government as a status band under the Indian act.

Several successes over the years have brought economic wealth to this small community with their fishing industry and gas bar to name a few.



### Michael Kennedy, Partner - Wickwire Holm

Michael provides advice for acquisition, development and financing for both public and private sector developments. He has also provided advice on the acquisition for public utility and other of lands and rights for wind power and biomass generation facilities. Michael also provides services for banks and other institutions respecting various forms of financing, including P-3 type developments. He also is general counsel to numerous entities (public and private) in general operations of commercial facilities, including commercial leasing.

Michael has served our community in various capacities over the past many years, including sitting on the board of directors of numerous organizations including the Builders Owners and Managers Association and the Fort Sackville Foundation. He is also a member of the International Council of Shopping Centres. In his spare time he enjoys playing piano, salmon fishing, golf, and competitive sailing.



### John Kor, National Summit Lead - I DO BUSINESS.

John Kor, has over 32 years of professional experience in the Arts & Communication Industry as an artist, a master screen-printer, a conceptual communications and marketing specialist, an educator, and an entrepreneur. John's well-developed business acumen, combined with his unique visual arts background, provide him with the distinctive ability to create visionary plans that can be strategically moved from the conceptual stage through to successful implementation and sustainability. John specializes in providing organizations with innovative solutions, signature concepts and communication vehicles that deliver results and success. John has been a major contributor to the development of Aboriginal Entrepreneurs, and shares his energetic and creative spirit in all of his work with clients and communities.





**Kelly Campbell Lefort, B.B.A., M.B.A., Lean Six Sigma Green Belt Consulting Manager and Senior Consultant - Sobey School Business Development Centre (SSBDC) at Saint Mary's University**

Kelly has a Bachelor of Business Administration (BBA) Undergraduate Degree from the University of New Brunswick and a Masters of Business Administration (MBA) from Saint Mary's University. In addition to the seven (7) years of working with Small and Medium Businesses, Non-Profit and First Nation Organizations and Communities at the SSBDC, Kelly has 10 years of corporate business experience and has held a number of positions in sales, training and management.

Through this, she has developed skills in sales, training and process development by using the principles of Lean Six Sigma. In addition, she possesses extensive experience in leadership, human resource management, economic development, facilitation, strategy, business, market and financial planning, consultation, research, coaching and mentoring. In addition, Kelly has an excess of 15 years of experience in practical economic and strategic planning.



**Joan McKeogh, Senior Manager, Training & Operations - PowerTALK Communications**

Joan is a skilled communicator with strong management experience within the telecommunications industry. Joan's experience as part of a national team integrating the billing systems of Bell Canada and MCI demonstrated the importance of effective communication skills in today's ever changing business environment. Joan's talent for communicating effectively made her a natural choice to deliver business systems training to employees across North America.

Joan has delivered PowerTALK training with passion and energy since 1993. She has a unique ability to engage her students to ensure they get the most from the PowerTALK program. Joan feels very lucky to get up every day doing something she fully believes will help people become more successful.

Joan is a firm believer in the words of Daniel Webster, who said, "If all my talents and powers were to be taken from me by some inscrutable force, and I had my choice of keeping but one; I would unhesitatingly ask to be allowed to keep the Power of Speaking; for through it I would quickly recover the rest."



**Peter Penashue, Innu Business Owner**

Innu visionary Peter Penashue is the driving force behind the negotiation of the Impacts-Benefit Agreement (IBA) between the Innu Nation and the Voisey's Bay Nickel Company in Labrador that brought overnight wealth to the nation. He was born to be a leader in his small Innu community of Sheshatshiu and one of the first from his community to attend high school in St. Johns and attend Memorial University.

Penashue was destined for many leadership roles from the Land Claims Director, Executive Director and Financial Administrator with the Naskapi Montagnais Innu to Grand Chief of the Innu Nation. He has navigated the Innu Nation through challenging and turbulent waters.

Peter was elected President of the Innu Nation at the age of 26, and served as Grand Chief of the Innu Nation, for twelve years. He was elected as the Conservative Party Member of Parliament for the riding of Labrador in the 2011 election. He is the first Innu from Labrador to be elected to the House of Commons of Canada, the first Innu cabinet minister in Canadian history, and the first Conservative to be elected from the riding of Labrador since 1968.



### Gloria Spence, General Manager - Aboriginal Chamber of Commerce

As the recently hired General Manager of the Aboriginal Chamber of Commerce, Gloria is excited about this wonderful opportunity to work with businesses, both Aboriginal and non-Aboriginal. Connecting Aboriginal people and communities to the business community is a challenge she faces with exuberance and a smile. Every day brings another exciting opportunity to expand the reach of the ACC and she is just the person to accomplish this. Gloria's vast experience in the business, administrative and arts community spans decades. From working for the provincial government, First Nations organizations and not-for-profit organizations, she has had many experiences that assist in the day to day operation of the Aboriginal Chamber of Commerce. Gloria joins the ACC after 7 years of establishing and expanding the Manito Ahbee Festival office. She is the proud mother of 3 grown children and numerous grandchildren. When she is not with her grandchildren, she can be found at her sewing machine creating beautiful quilts for her family and friends. Gloria was raised as one of seven children in the small Métis community of Eddystone, Manitoba. She is a member of the Ebb & Flow First Nation.



### Alexander Stevenson, Business Advisor - TD Canada Trust

Alex lives in Truro, Nova Scotia with his wife and two small children. He graduated from Acadia University with a Bachelor of Arts degree. Alex studied Commerce at Saint Mary's University before joining TD Bank Financial Group in 1998. He has been with TD for more than 15 years and has been in his current role as a Small Business Advisor for over 2 years. In Alex's role as a Small Business Advisor, he provides business owners with the advice they need and helps them choose the right combination of banking products and services. His goal is to help business owners spend less time banking and more time focusing on what they do best - building their businesses. Alex is committed to helping business owners by discussing their banking needs, offering borrowing and investment solutions and delivering excellent personal service.

**Not pictured:**

- Hugh Kerr, Nova Scotia Power
- Cindy O'Driscoll, OSME
- Colin Sun, AANDC (PSAB)
- Darrell Bernard, Membertou First Nation





### Don Burnstick, Comedian

Don Burnstick is a Cree from the Alexander First Nation located outside of Edmonton, Alberta, Canada. The youngest of 15 children, coupled with the fact of growing up on the reserve, taught Don a variety of means of defending himself, not the least of which became his use of humour. Burnstick obtained post secondary training at the University of San Diego in holistic urban youth development. He also has obtained certification as an Alcohol and Drug Abuse Counselor and graduated from the Native Trainers Development program at the Nechi Institute in Edmonton. Don has now been involved within the healing/personal wellness movement for the past 20 years and has utilized humour and performance to provide a holistic approach to healing. His message speaks to a proud heritage, the importance of healing through humor and his continuing desire to leave a better world for our future generations. Don wrote and individually performs the play "I Am Alcohol - Healing the Wounded Warrior". In addition to his healing work, Don has established himself as one of Canada's best comedian of all times. His highly acclaimed comedy show "You Might be a Redskin - Healing Through Native Humour", is a comedic performance, that humorously portrays First Nations people, their habits, likes and dislikes..



### Eastern Eagle Drum Group - Musicians

The internationally renowned Eastern Eagle is a group of proud Mi'kmaq singers from Canada's east coast. Since 1992, they have been soaring the globe sharing their gifts of exhilarating vocals and thunderous drum. Eastern Eagle has performed at many of North America's most prestige Powwows. The Gathering of Nations in New Mexico, the Shakopee Wacipi in Minnesota, and the Schemitzun World Championships in Connecticut, where they placed 3rd in 2008. They have also been Host Drum at many powwows throughout Atlantic Canada, including the Grand River Champion of Champions Powwow in Six Nation's Ontario. In the past, Eastern Eagle has worked on films with Walt Disney Pictures and CBC. They have also been guests on A's Breakfast Television, APTN's Eastern Tides and the Candy Show hosted by Candy Palmater. They have also collaborated with great artists such as George Paul & the Red Ocre Band. They have also performed at the ECMA's Cultural Showcase in Prince Edward Island and at the 2009 Culturefest in New Brunswick, opening for one of Canada's most famous bands, Blue Rodeo. During the powwow off-season, Eastern Eagle performs on a regular basis within Atlantic Canada, doing cultural workshops in various schools and government agencies.



### The Kiju's Boyz Singers - Musicians

The Kiju's Boyz Singers are a family Mi'kmaq drum group from the Paqtnkek Mi'kmaq Nation. They are composed of 6 grandsons of their beloved Kiju, Matilda Paul. Brad, Francis, Cory, Gabriel, Thomas and Brandon have been singing together with great pride and passion since 2008.

In 2007, Their Kiju passed away at the remarkable age of 94 and was a well-known wise elder of the community as well as the oldest person in Paqtnkek. She carried many wise teachings and strong words of wisdom. During the family's time of mourning, she visited the family through visions and dreams. In each vision, she asked, "Why don't my boys sing together as a drum group?" She believed that our sound as a family group would be powerful. The boys were approached about the visions and with the inspiration of their Kiju, came together and created the Kiju's Boyz Singers in honor of her.

The drum they use was given to the boys as a trade with Robert Todd. The colors of the drum represent their Kiju, as they were her favorite colors.



# Community Mini-Summits





# Community Mini-Summits

## I DO BUSINESS. Community Mini-Summits

If your community or organization is interested in supporting emerging entrepreneurs, then an I DO BUSINESS. Community Mini-Summit would be perfect for you! With a customized curriculum, professional facilitator and lots of great business resources, it is our goal to support you while you LEARN, NETWORK and DO BUSINESS!

I DO BUSINESS. Mini-Summit Aboriginal Entrepreneurship Training		
Agenda <span style="float: right;">9:30 am - 4:30 pm</span>		
Time	Topic	Details
9:30 am	Introduction: I DO BUSINESS.	John Kor: Facilitator
	Ice Breaker – "Passion Finder"	Facilitator
10:00 am	Preparing for Entrepreneurship <ul style="list-style-type: none"> <li>• Introduction to Entrepreneurship</li> <li>• Why Do People Become Entrepreneurs?</li> <li>• Pro's &amp; Con's of Self-Employment</li> <li>• Characteristics of Entrepreneur</li> </ul>	Facilitator
11:00 am	Break	10 min
11:10 am	Preparing for Entrepreneurship (cont'd) <ul style="list-style-type: none"> <li>• Myths &amp; Facts About Entrepreneurs</li> <li>• Why Businesses Succeed</li> <li>• Are you an Entrepreneur?</li> <li>• Group Discussion</li> </ul>	Facilitator
12:00 pm	Lunch – Select Videos	60 min
1:00 pm	Group Work <ul style="list-style-type: none"> <li>• Individual Skills</li> <li>• Community Resources</li> <li>• Opportunities</li> <li>• Challenges</li> <li>• Solutions</li> </ul>	Facilitator
2:30 pm	Business Planning <ul style="list-style-type: none"> <li>• What is it?</li> <li>• Where are the resources?</li> <li>• Funding Your Business</li> </ul>	Facilitator
3:00 pm	Break	10 min
3:10 pm	Marketing 101 <ul style="list-style-type: none"> <li>• Importance of Marketing</li> <li>• Strategies</li> </ul>	Facilitator
3:40 pm	Next Steps to Self-Employment <ul style="list-style-type: none"> <li>• Identify key next steps for personal self-employment plans</li> </ul>	Facilitator

### Learn More

Visit our website: [www.idobusiness.ca](http://www.idobusiness.ca)

Contact: John Kor, Director

Phone: (705) 934-4484

Email: [john.kor@idobusiness.ca](mailto:john.kor@idobusiness.ca)



# *The Alexis Principles™*



## *The Alexis Principles*

The *Alexis Principles*<sup>™</sup> - Building Bridges for Effective Business Development. *The Alexis Principles*<sup>™</sup> provides a foundation to enhance successful business interactions and procurement opportunities for Aboriginal Entrepreneurs and the companies they do business with across Canada.

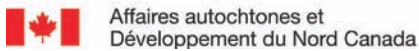


# Partners & Sponsors



## Founding Partners

I DO BUSINESS. would like to thank the following organizations for helping to make this event a success!



## Sponsors

I DO BUSINESS. would like to thank the following organizations for their generous contributions



Kwilmu'kw Maw-klusuaqn Negotiation Office  
**Mi'kmaq Rights Initiative**





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## Appendix C

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### Summit Photos



# I DO BUSINESS. Atlantic Regional Summit

Dec. 3-5, 2013 (Truro Best Western Conference Centre)

## PHOTOS OF THE EVENT



Diversity Management Group (DMG) President & CEO, Mr. Robert Bernard & business partners for the **I DO BUSINESS.** event, Owners: Susan Wilson & John Kor.

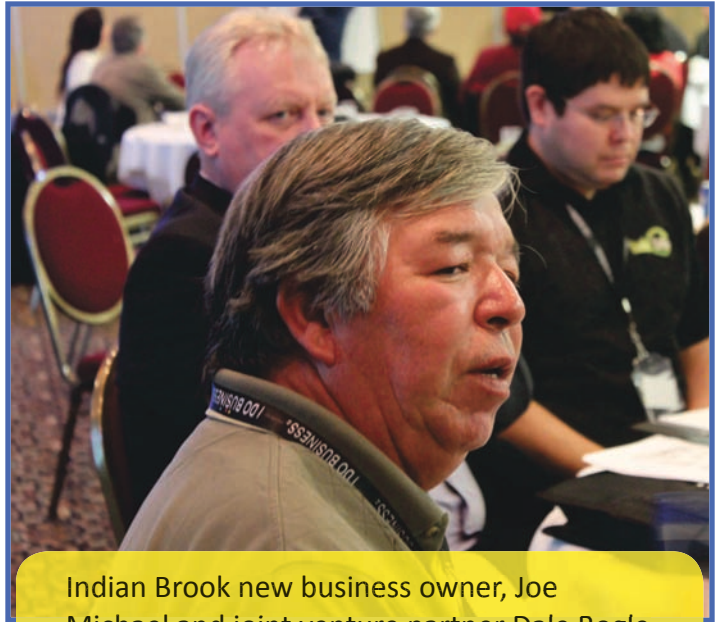


Darrell Brown, Kisik Ent. (Winnipeg), Gloria Spence (Aboriginal Chamber of Commerce, Manitoba), Eric Christmas, KMKNO – discussion on benefits of an Aboriginal Business Chamber.





Another very well attended **I DO BUSINESS.** workshop about “Procurement Strategy for Aboriginal Business”. It was a very popular one!



Indian Brook new business owner, Joe Michael and joint venture partner Dale Bogle (along with PEI Mi'kmaw business owner) enjoying networking!



Famous comedian Don Burnstick showing us his business side with a presentation on “Supporting business relations is good business”.



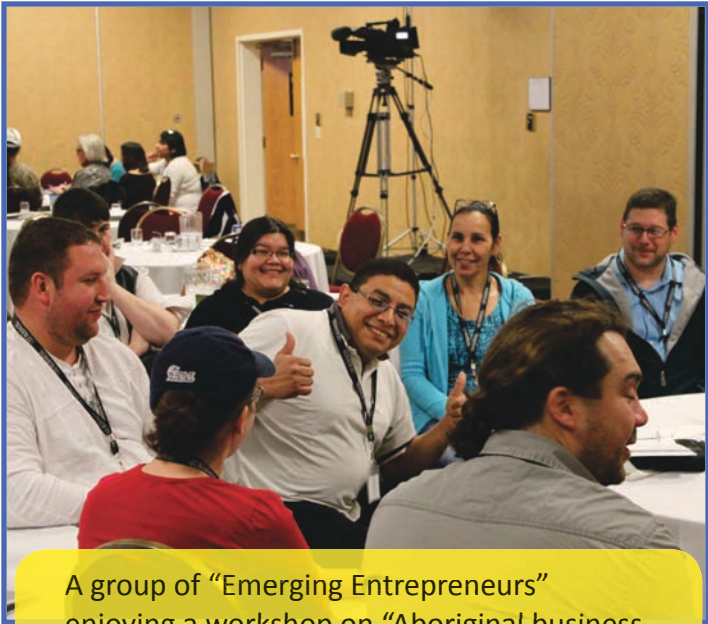
New entrepreneur, Rick Tessier (from Indian Brook) gives us the “Two thumbs up” sign as he takes in another information keynote presentation!!







Cathy Martin from Matues Productions in Millbrook takes a turn presenting her group's information on the discussion on "Procurement Strategies".



A group of "Emerging Entrepreneurs" enjoying a workshop on "Aboriginal business associations", another two thumbs up discussion!!



The capacity crowd clapping for a presentation by one of our many quality presenters at the **I DO BUSINESS. Atlantic Regional Summit** – great to see!



Business owners getting ready for the Day 2 evening keynote presentation on "Diversity Inclusion in Corporate Canada – How & Why It Works!".





Local Mi'kmaw Artist Mr. Alan Syliboy presenting one of his original works as a gift from **I DO BUSINESS.** to our Day 1 Keynote Speaker, Ms. Barbara Pike, CEO of Maritimes Energy Association.



Participants taking in the tradeshow booths at the 2013 **I DO BUSINESS. Atlantic Regional Summit** – a great opportunity for local Mi'kmaw business people!



Brian Knockwood, Lead Drummer of the Eastern Eagle Drum Group explains to the capacity crowd the traditional songs and dances performed on Day 2 Evening Performance. They did an awesome job!





\_\_\_\_\_ **Appendix D** \_\_\_\_\_

**Atlantic Regional Summit Press Release**



## **I DO BUSINESS. Atlantic Regional Summit – Success for Aboriginal Entrepreneurs**

### Doing Big Business in Beautiful Nova Scotia

Truro, Nova Scotia (December 10<sup>th</sup>, 2013) – **I DO BUSINESS.** and **Diversity Management Group** are honored to report on the recent and very successful **I DO BUSINESS.** Atlantic Regional Summit hosted at the Best Western Glengarry on December 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> in Truro, Nova Scotia.

More than 100 people representing Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland and Labrador eagerly participated in all of our keynote presentations and workshops. This event truly gave an opportunity for emerging entrepreneurs, new and existing business owners, First Nation leaders and organizations, Industry Sector companies, Government Departments, as well as students from Atlantic Universities and Colleges to Learn, Network and Do Business together during the 3-day Summit.

**I DO BUSINESS.** Atlantic Regional Summit benefited immensely from all our sponsors: Aboriginal Affairs and Northern Development Canada; Nova Scotia Mi'kmaq Economic Benefits Office/Nova Scotia Aboriginal Employment Partnership, The Assembly of Nova Scotia Mi'kmaq Chiefs under the Encana Fund, Encana Corporation, ADI Group Inc., Shell Canada, and the Joint Economic Development Initiative (JEDI). To all of the sponsors who supported **I DO BUSINESS.** Atlantic Regional Summit, Thank You!

**“The quality of the venue, presenters, topics and general organization were top notch, my expectations were exceeded. The atmosphere was conducive to discussion, sharing of ideas and networking. I feel that our attendance has helped us greatly and in fact moved us ahead as an Aboriginal company.”**  
– Mi'kmaq Business Owner and participant

Participants were also treated to World Class entertainment. Comedian Don Burnstick had the whole audience laughing and learning about being in business as an Aboriginal Entrepreneur. The Eastern Eagle Drum Group, accompanied by the Lucio family dancers, wowed attendees with their music and beautiful dances, and The Kiju Boyz shared some of their amazing drumming with everyone! Traditional protocols were honored as part of our continued efforts to respect and include First Nations culture in our events.

For more information and to inquire about having your own Regional or Community Aboriginal Business Summit in your area anywhere across the country, please visit our websites at:

**I DO BUSINESS.** <http://www.idobusiness.ca> and  
Diversity Management Group <http://dmgconsulting.webs.com>.

We would like to send a special thank you to all of those who attended the Atlantic Regional Summit and helped to make this amazing opportunity possible! We wish you great success with your ongoing business initiatives.

Sincerely,

**I DO BUSINESS. Inc. & Diversity Management Group**

**About I DO BUSINESS.**

**I DO BUSINESS.** supports emerging and established entrepreneurs to obtain the knowledge, skills and resources they need to achieve dreams and find success in business. We celebrate and stimulate the entrepreneurial spirit of individuals and communities across Canada through impactful events, entrepreneurial training programs and consulting services.

**About Diversity Management Group (DMG)**

Diversity Management Group (DMG) is a multi faceted, Aboriginal sole proprietorship that has been registered in the Province of Nova Scotia since the year 2000. Owned, operated and managed by CEO, Mr. Robert Bernard, DMG develops strategies for capacity building opportunities and works to create capacity for First Nations communities. This is achieved through a multitude of services provided to clients (both Aboriginal and Non-Aboriginal) with the goal of increasing Aboriginal business growth as well as economy-building and community development initiatives.

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————— **Appendix E** —————

Article on the **Atlantic Regional Summit** or  
"Mi'kmaq Maliseet Nation News, January Issue"



## **I DO BUSINESS. Atlantic Regional Summit**

*Strategies for Aboriginal Success*

Written by Catherine Martin

Photos by Aaron Young and Catherine Martin

**I DO BUSINESS. Atlantic Regional Summit** - *Strategies for Aboriginal Success* was just that, a great success! The three-day Summit, held December 3rd - 5th 2013 at the Truro Best Western Glengarry Hotel, attracted well over 120 participants. This first **I DO BUSINESS. Atlantic Regional Summit** focused on developing capacity for Aboriginal Entrepreneurs to effectively grow and sustain their businesses through forward thinking procurement strategies and business partnerships.

It was an exciting three days with an excellent lineup of presenters and workshops. There was something for everyone included in keynote addresses, plenary presentations, multiple workshops and plenty of opportunities to network. Businesses, individuals, emerging entrepreneurs, as well as business students networked and made great connections based on the testimonials, evaluations and comments provided by the attendees.

The dedication of the experienced planning team brought together a wealth of expertise to provide those who attended with valuable tools, information and connections. It's intent was to bring together Aboriginal Entrepreneurs, Provincial & Federal Government Procurement & Business Development Departments, Aboriginal Leaders, Financial & Economic Development Officers, Education/Social/Health Departments as well as mainstream Industry, Corporate and Private Sector businesses and organizations.

The Summit included a traditional welcoming from Chief Robert Gloade of Millbrook First Nation, Elder Lawrence Wells as well as cultural performances by Eastern Eagle and dancers. The first keynote address from Ms. Barbara Pike, CEO, [Maritimes Energy Association](#), one of our leading funding partners, was followed by a power-house line up of keynotes and plenary sessions for the next two days.

Well known Mi'kmaw lawyer Mr. Bernd Christmas, (Founder of The Bernd Christmas Law Group) from Membertou First Nation, spoke eloquently about his past experiences and working with not only First Nation communities and leaders but also with industry and corporate companies starting in the early 1990's. His work in helping to negotiate towards building long term socio-economic opportunities for the Mi'kmaw people through community economic development as well as capacity building of individuals and businesses captivated the audience. He spoke about key events that changed the way business was done by the Mi'kmaw in Nova Scotia and how new doors were opened with major projects such as the Marshall Fisheries and the Sydney Tar Ponds Project. He also spoke about how First Nations need to look at building a model that will help to shape the future of Aboriginal business in terms of generating long term,

sustainable and inclusive procurement and contract opportunities.

We also had a plenary presentation by Kelly Campbell LeFort from the St. Mary's University Sobey School of Business on the recent Mi'kmaw Leakage Studies that were carried out for the Unama'ki Economic Benefits Office in 2009 and another one in 2010-11. These studies clearly showed the millions of dollars that were being spent on non-Aboriginal business services and products each year by First Nation communities, organizations and individuals across Nova Scotia. Collectively these studies identified over 100 million dollars that is spent by our Mi'kmaw people and goes into the mainstream "off-reserve" businesses. This was a significant presentation for the Atlantic Regional Summit, given that the focus of the Summit was to create opportunities for Aboriginal business owners. As a result of this session, many participants now fully grasp the impact of this leakage in relation to future opportunities for Aboriginal business, as well as the work that is needed to develop both short and long term planning to learn more about terminology such as leakage, contracting and procurement as well as building business capacity to provide needed services.

Other keynote addresses came from Mr. Craig Hall, COO, who spoke on "Economy Building Strategies & Procurement", and Mr. Terry French, Director of Commercial Development for the Millbrook First Nation, who discussed "Successful Strategies & Partnerships – Working Towards A Positive Future".

Evening keynote speaker for Day 2 was Cassandra Dorrington, President of the Canadian Aboriginal Minority Supplier Council (CAMSC), which is based in Toronto, Ontario. Ms. Dorrington spoke about the enormous amounts of opportunities that exist for business owners that are ready to do business.

She highlighted the very successful initiatives that they have utilized to bring large size multi-national and Fortune 500 companies on board to support the work that they are doing to build and open new doors for qualified Aboriginal and Minority companies from across Canada. Her message was very clear, be ready to do business – if you are not ready, you will be left behind. Do what needs to be done, don't make excuses, partner if you must but at the end of the day it is up to you to be successful.

A great way to do business is to also understand what your needs are and know how to ask for help and where to look for help. Ms. Dorrington also left with a message to Aboriginal business owners by saying "When you feel you are ready, come and give us a call and we will be ready to help you to do big business, the rest is up to you".

Those who attended also brought with them a wealth of knowledge to share with one another. All together, this was a recipe combined for a fantastic outcome. The proof is in the pudding and the success of the conference can be measured by the testimonials:



“The quality of the venue, presenters, topics and general organization were top notch, my expectations were exceeded. The atmosphere was conducive to discussion, sharing of ideas and networking. I feel that our attendance has helped us greatly and in fact moved us ahead as an Aboriginal company.” *Barry Stevens, Owner of Stevens Solutions & Design Inc.*

All presentations and workshops received positive reviews. Ryan Ginnish of Membertou attended the Joint Venture Strategies Panel and said "I think it's awesome that Mi'kmaw people are entering the renewable energy sector. We need to lessen our dependence on fossil fuels." He also commented on the overall Summit in his evaluation saying, "The whole conference was well organized, highly recommend it." Business Consultant Darlene McCulloch of Millbrook FN found the Summit very useful for the "networking opportunities and connecting with other business owners".

Michael Kennedy of Wickwire Holme Law Firm in Halifax, NS presented a workshop on "Doing Business with First Nations - Duty to Consult". He had a captive audience and shared some valuable information.

In the "Networking: A Key Business Tool" workshop presenter Natalie Clifford, a practicing lawyer and Public Relations Consultant, shared her expertise with many in attendance who found it to be very useful. One participant commented that he will use the information learned "to practice and utilize the tools and techniques I've learned to make an intriguing pitch."

Chief Misel Joe of Miawpukek First Nation, NL spoke at the "Successful Strategies & Partnerships Plenary" on day two of the summit. He shared his community's moving story of their struggles and journey to becoming a model community success story across the nation that brought him a standing ovation from his audience. Teresa Pennell spoke of his talk "...Chief Joe's journey and story were absolutely inspirational. A true leader! Thank you for speaking." Heather Stevens of Millbrook First Nation also commented on his talk "Mi'sel seems to be a person (chief) of the people, he cares so much for his people!"

Internationally renowned comedian Don Burnstick from Manitoba shared his own personal life experiences and struggles leading up to starting his successful entertainment business. It was inspirational and moving to hear the serious side of this great performer. Later that evening he shared his amazing gift of making people laugh. And laugh they did. Burnstick reminded us all of the importance of keeping humor in our every day lives as he performed skits throughout the evening that had the whole house in stitches! Of course he received a well-deserved standing ovation.

The last day of the event focused on gathering participants together to brainstorm on what they have learned and what they believe community leaders and organizations

should start to consider when thinking about how best to help support Aboriginal business owners and new entrepreneurs.

Two plenary presentations closed out the day with discussions centering on whether Aboriginal business owners would benefit from and support an Aboriginal business chamber in the Atlantic Region. A healthy discussion generated great ideas in small group discussions on what some challenges, benefits and future goals would be experienced should such an organization be formed in the future.

The last plenary and small group discussions allowed participants to share their knowledge and what they have learned at this event on the key elements of contracting and procurement. These discussions allowed participants to learn more about the difference between these two, how they both work and interact with each other and how they make a difference to business owners. This also generated ideas on how First Nation communities and businesses (new and existing) need to start thinking about building procurement models and policies surrounding supporting an Aboriginal-First initiative to help the short and long term growth of businesses.

These very interesting discussions gave an opportunity for emerging entrepreneurs, new and existing business owners to begin to understand the level of commitment, work, investment and effort it will take to become a successful business owner.

This regional event was hosted collaboratively by Robert Bernard, CEO of Diversity Management Group based in We'koqma'q First Nation in NS along with Susan Wilson and John Kor, Owners of "**I DO BUSINESS**. Inc.", an Ontario based company.

Diversity Management Group is a 100% Aboriginal sole proprietorship registered in Nova Scotia. Owned, operated and managed by CEO, Mr. Robert Bernard, DMG focuses on increasing the capacity of Aboriginal individuals, communities and organizations. **I DO BUSINESS**. Inc. supports emerging and established entrepreneurs to obtain the knowledge, skills and resources they need to achieve dreams and find success in business.

Most recently, **I DO BUSINESS. National Summit & Tradeshow – Success for Aboriginal Entrepreneurs** was held in March 2013, and is being followed by **I DO BUSINESS. Community and Regional Summits** across Canada. Robert Bernard attended **I DO BUSINESS. National Summit** in Ontario and was so impressed with the event that he agreed to partner with the **I DO BUSINESS**. team to bring it to the Atlantic Region. This begins one of many regional summits to take place across the country.

**I DO BUSINESS Atlantic Regional Summit** brought to the forefront information and opportunities to develop and enhance business in the region. The objectives of **I DO BUSINESS Summits** are to support entrepreneurs and business development through implementing strategies for business growth; bridging First Nation and Municipal

business; building contract and procurement opportunities and understanding the procurement process.

Funding for the event came from several sources, including the Aboriginal Affairs and Northern Development Canada as well as provincial, Mi'kmaq and corporate sponsors.

Many NS Mi'kmaq businesses and business students were able to attend through an incredible opportunity for funding support thanks to the Assembly of NS Chiefs (KMKNO EnCana Funding) as well as the Nova Scotia Mi'kmaq Economic Benefits Office. The generous funding received and secured covered their full registration, meals and hotel costs for the entire event. The funding for this event from our many sponsors made it all possible and was a great investment into our communities.

Business owner Mary Louise Bernard of Wagmatcook First Nation summed up the conference in a thank you note to the conference organizer.

*“Robert, I would like to formally congratulate you and your associates for bringing us the ‘**I DO BUSINESS.**’ Summit. Right from the get GO - you made us feel welcome. The workshops were very informative; especially the interaction aspects of it and the special guest speakers were awesome.*

*I think the word I use to best describe the **I DO BUSINESS. Summit** was the feeling of ‘Inclusiveness’ from the young entrepreneurs just starting out into the business world, the pro’s and for some that are retired or looking for a side business. It provided us a chance to network, ask questions and to meet business minded Aboriginal people from across the Atlantic.*

*I made several new friends and business contacts during the Summit and will spread the word to others to look for future conferences or Summits you shall be delivering.”*

*Wela’liq, Mary Louise Bernard/ Indian Maiden Maple Syrup*

Conference proceedings and a conference video will be available online for participants of the Summit soon. For more information on the Summit proceedings and future Summits to be held, visit [www.idobusiness.ca](http://www.idobusiness.ca)

# M I ' K M A Q M A L I S E E T N A T I O N S

# NEWS

Monthly Reminder of being Mi'kmaq We at MMNN/EWPC  
Published by Mi'kmaq-Maliseet Nations News Association Serving Nova Scotia

## In Memoriam

### I DO BUSINESS. Atlantic Regional Summit

**By Catherine Roberts**  
**MMNN/EWPC**

The Atlantic Regional Summit, held in Halifax on January 16-17, 2014, was a significant event for the Mi'kmaq-Maliseet Nations News Association. The summit brought together business leaders, community members, and government officials from across the Atlantic region to discuss economic development and business opportunities.

The summit was organized by the Atlantic Regional Summit Committee, which included representatives from the Mi'kmaq-Maliseet Nations News Association, the Atlantic Regional Chamber of Commerce, and various business organizations. The summit was held at the Grand Atlantic Hotel in Halifax, Nova Scotia.

The summit featured a variety of activities, including keynote speeches, panel discussions, and networking opportunities. The keynote speeches were given by prominent business leaders and government officials, who discussed the challenges and opportunities facing the Atlantic region. The panel discussions focused on various topics, including economic development, business growth, and community engagement.

The summit was a great success, and it provided a valuable opportunity for business leaders and community members to connect and collaborate. The summit was a testament to the strength and resilience of the Atlantic region, and it provided a clear vision for the future of the region.

### I DO BUSINESS. Atlantic Regional Summit

**Continued from page 1**

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The summit was held at the Grand Atlantic Hotel in Halifax, Nova Scotia. The hotel was a beautiful venue for the summit, and it provided a comfortable and convenient location for the attendees. The summit was held over two days, and it provided a great opportunity for attendees to network and connect with each other.

The summit was a great success, and it provided a valuable opportunity for business leaders and community members to connect and collaborate. The summit was a testament to the strength and resilience of the Atlantic region, and it provided a clear vision for the future of the region.



Photo: Photo credit to the person who took the photo.

Photo: Photo credit to the person who took the photo.

Participants taking in the tradition beauty of I DO BUSINESS. Atlantic Regional Summit, 2014, a great opportunity for local Mi'kmaq business people!



————— **Appendix F** —————

AMIK.ca Promotion of Event in Newsletter



## Appendix I: AMIK.ca promotion of Atlantic Regional Summit in newsletter

On December 16, 2013 at 5:37 PM EJ Fontaine <[info@amik.ca](mailto:info@amik.ca)> wrote:

Having trouble viewing this email? [Click here](#)



RECRUITING & ABORIGINAL ENGAGEMENT

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### Where You From? Survey

We at Amik.ca would like to know where you are from and what do you do? This will help us to help you by getting information that you want and need to be successful in life. Our specialty is bringing opportunities to the Indigenous communities.

[Please take our short 2-minute / 4-question Survey](#)

### Featured Conferences & Events

[View December Calendar](#)

- Employment Law Essentials
- Young Entrepreneurs

### Featured Economic Development Resource

[I DO BUSINESS: Atlantic Regional Summit](#)

For Immediate Release - Press Release; Nov. 28, 2013



**Success for Aboriginal Entrepreneurs  
Doing Big Business in Beautiful Nova Scotia**  
Truro, Nova Scotia (December 10th, 2013) - I DO BUSINESS. and Diversity Management Group are honored to report on the recent and very successful I DO BUSINESS. Atlantic Regional Summit hosted at the Best Western Glengarry on December 3rd, 4th and 5th in Truro, Nova Scotia. [Read Press Release](#)



————— **Appendix G** —————

Full Page Poster for Eastern Woodland  
Publishing Newspaper



# I DO BUSINESS.™

## Strategies for Aboriginal Success

### ATLANTIC REGIONAL SUMMIT

ONLY 4 WEEKS LEFT TO REGISTER!

**ATTENTION:** *Aboriginal Entrepreneurs, Provincial & Federal Government Procurement & Business Development Departments, Aboriginal Leaders, Financial & Economic Development Officers, Education/Social/Health Departments as well as mainstream Industry, Corporate and Private Sector businesses and organizations.*

**I DO BUSINESS. Atlantic Regional Summit** brings to the forefront information and opportunities to develop and enhance business.

Activities will focus on:

- Supporting entrepreneurs and business development
- Implementing strategies for business growth
- Bridging First Nation and Municipal business
- Building contract and procurement opportunities
- Understanding the procurement process

Visit [www.idobusiness.ca](http://www.idobusiness.ca) for summit details. Exciting and informative topics will be presented. Register by November 15th to be entered in the early bird iPad draw!

While you're on the website, subscribe for updates to stay informed on all the exciting news for this event!

Follow our social media for event information, relevant discussions and helpful articles!

Supported by:



Aboriginal Affairs and  
Northern Development Canada

Affaires autochtones et  
Développement du Nord Canada

Canada



**When:**

**December 3-4-5, 2013**

**Where:**

**Best Western Plus**

**Glengarry**

150 Willow Street Truro,

Nova Scotia B2N 4Z6

**Reservations** will be taken by phone call only.

1-800-567-4276

Use the code: Atlantic Regional Summit

*Hosted collaboratively by:*

Robert Bernard, CEO

**Diversity Management Group**

T: 902-302-3300

John Kor, Director

**I DO BUSINESS. Inc.**

T: 705-934-4484





# I DO BUSINESS.™

Strategies for Aboriginal Success

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Supported by:



Ministry of Economic Development Canada

Atlantic Regional Summit  
Co-organized by the First Nations

Canada



When:  
December 3-4-5, 2013

Where:  
Best Western Plus  
Glengarry  
150 Willow Street Truro,  
Nova Scotia B2N 4Z6

Reservations will be taken by  
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Use the code: Atlantic Regional  
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