



ABORIGINAL WOMEN'S ECONOMIC QUARTERLY

WINTER 2015

THE POWER OF
STORYTELLING

A SIMPLE WALK

PREPARING TO
RELINQUISH
THE REINS

Photo taken by
Alice Beaudoin

published by:
Aboriginal
Entrepreneurship

ideaCONNECTOR.net



Delivers Practical content to aspiring Aboriginal entrepreneurs and small business owners.

With the help of Aboriginal entrepreneurs and subject area experts, the Idea Connector Network has delivered more than 300 interviews and panel discussions on topics associated with entrepreneurship and economic growth.

Whether you are seeking to learn more about starting a company, funding it, getting your marketing going, or dealing with human resources, you will likely find a few interviews on the subject.

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ICN also produces business articles, an e-zine (Aboriginal Women's Economic Quarterly starting March 24th,) and a new radio talk show, Communities' Success Radio.

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Our aim is to help aspiring Aboriginal entrepreneurs, small business owners and community Economic Development Officers to build the essential advantage they need to solve challenges and opportunities associated with entrepreneurship and to deliver lasting results.

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REFLECTING ON LESSONS LEARNED, STORYTELLING

A letter from the editor.

Welcome to the fourth edition of the Aboriginal Women's Economic Quarterly (AWEQ) online magazine! Our first year has flown by. I have always enjoyed stories, and I'm pleased to share our contributors' thoughts and ideas about the value of storytelling in our lives. Winter is a time to reflect and share our stories. As an editor, I've learned that the Creator continually nudges me towards potential contributors. Every event I attend, in person or online, is an opportunity to meet people who believe in our magazine's mission.

This edition contains entertaining stories that share lessons learned by our contributors. We also include video content from our publisher, the Idea Connector Network, a social enterprise that focuses on helping build Aboriginal entrepreneurial capabilities. Special thanks to photographer Alice Beaudoin for contributing the cover image and other pictures, and to artists Debra Vincent and Jacalyn Grandjambe for sharing images of their original artwork - each picture tells a story. Please help us share the stories by forwarding this magazine to your colleagues, friends and family.

Angela Sladen sets the tone by explaining how leaders influence their followers through stories. Lana Binning follows by telling us how writing for AWEQ inspired her to stretch her writing skills. Continuing with the theme of learning, watch Cheryl Jensen tell us how education can help people be more innovative.

Jennifer David reveals that sharing stories is more effective than writing press releases. Sandi Boucher's inspirational account of the Mother Earth Waterwalkers shows how individuals can make a huge impact. Listen to Julie Pelletier tell how she went from doing odd jobs such as painting parking lots lines to becoming a professor.

Lynn Capuano and Natalie Flynn explain how an excruciatingly embarrassing incident can open the door to lifelong fulfillment and success. Listen to Marie Delorme disclose how she chose to write her



own life's story by daring to become an entrepreneur.

If you have ever experienced the pain of bullying, learn from Linda Crockett that sharing your story can help you heal. Listen to Candice Holmstrom share three skills that help her run a successful Design company. In closing, if you're considering relinquishing the reins of your business, read Carol Ann Budd's advice.

Thank you to everyone who provided feedback in our first year. I look forward to continuing to learn from you. The Spring theme is Planting the Seeds - we'd like to share your stories, advice, and images. Please contact me to discuss contributing to future editions of Aboriginal Women's Economic Quarterly.

Chantal Fraser
Editor in Chief
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ALICE BEAUDOIN



Alice Beaudoin, is an Algonquin from the Kitigan Zibi community, who lives and works in Gatineau. In the fall of 2006 she started her own photography business, Alice Beaudoin Photography, concentrating on location photography. Her photography consists of portraits, weddings, events, sports, landscape, nature, products, advertising, catalogues, etc. In 2008 Alice was selected as one of 14 field photographers from across Canada to visit and photograph the "Living Conditions in First Nations and Inuit Communities." A photographic exhibition resulted from this series of work and was displayed in the art gallery of the Department of Indian and Northern Affairs in Gatineau, Quebec in 2009.

LANA BINNING



Lana Binning has worked with a multitude of small and large organizations throughout her 25 years operating her Aboriginal creative design and communication company and over the past four years with FranklinCovey helping First Nations communities to develop, train and engage their leaders and teams.

SANDI BOUCHER



Sandi Boucher is a genuine success story, having acquired her wisdom through real life experiences. She has climbed out of the depths of personal and familial poverty, past the damage inflicted by alcoholism and domestic violence by using the lessons and teachings of those dark days, not as an excuse for failure, but as the foundation for a successful career as an entrepreneur, a published author, and now a much-loved and passionate motivational speaker. As the owner and founder of Traditionally Speaking, ca Speaker's Network, Sandi has but one vision - a world where every man, woman and child is empowered and she works diligently to accomplish that goal - one person, one beautiful conversation at a time.

CAROL ANN BUDD



Prior to joining Investors Group, Carol Ann spent 20 years in Research & Development as a professional engineer solving complex customer technical issues and leading global R&D projects. During this time, she was Chairperson for the Canadian Aboriginal Science & Technology Society. As a Queen's Engineering Chemistry graduate, she has served as a member of the University Council. Carol Ann is a proud member of the Sagamok Anishnawbek reserve and helped establish Queen's University's Aboriginal Access to Engineering. She holds the Certified Financial Planning CFP® professional designation and strives to help her clients reach their financial goals.

LYNN CAPUANO & NATLIE FLYNN



Lynn Capuano and Natalie Flynn (B.S., M. Comm) work for the Directorate of Army Public Affairs at the Canadian Army Headquarters in Ottawa, Ontario. Natalie is the Communications Advisor for Strategic Public Engagement and is the touchstone for Aboriginal matters in the Directorate in support of the Commander of the Canadian Army in his role as the Department of National Defence and Canadian Armed Forces Champion for Aboriginal Peoples. As Writer/Editor for Integrated Communications, Lynn writes and edits content for the Canadian Army's print, web and social media, including those with Aboriginal themes. With a journalism and technical writing background, she has been writing professionally for many years.



LINDA CROCKETT



Linda R. Crockett, MSW, RSW, President of the Alberta Bullying Research, Resources and Recovery Centre (ABRC) has been a social worker for over 26 years. As a witness and recovered target of Workplace Bullying (WPB) in her own profession, her remaining career is dedicated to development ABRC. Silence or misinformation enables abuse to continue. Linda provides a safe, confidential and supportive environment for all voices to be heard, experiences to be shared, and healing to occur. The ABRC website is a resource for leaders, employees, all professionals, community members, parents, family members, friends, and children. It contains true stories about bullying.

JENNIFER DAVID



Jennifer David (Cree from Chapeau Cree First Nation) has a Bachelor of Journalism and a B.A. from Carleton University in Ottawa. She has spent her career working in and supporting Aboriginal communications in Canada. She worked at APTN as the Director of Communications, helping gather support for the network, seeing it through its launch back in 1999. Jennifer then created her own communications consulting company called Debwe Communications Inc., in the areas of public and media relations, writing, video production, research and creating communications strategies. In 2003, Jennifer became a partner of Stonecircle Consulting, specializing in workshop design and delivery, strategic and economic development planning, evaluation and communications.

JACKALYN GRANDJAMBE



Jacalyn Grandjambe is a 36 year old First Nations woman, happily married mother of three teenagers. Jacalyn suffered the devastating loss of her identical twin in 2010. She uses art as a healing outlet to help her express her truth, especially when she is unable to find the words to express her pain. Jacalyn uses a meditative state which allows her mind to slow and energy to flow through her body as she paints. She also uses this time to pray. Jacalyn expresses her creativity in all aspects of her life through photography, painting, decorating her home and choosing outfits.



ANGELA SLADEN



Angela is an Entrepreneur who is passionate about women's leadership. She is a co-founder and the President of AWILL - Aspiring Women in Leadership & Legacy, a registered non-profit dedicated to seeing all women fully living out their inherent leadership abilities. Angela has worked in the government, health and wellness and non-profit sectors. In her previous life she owned a gym, co-founded and published a provincial magazine, and was a Business Manager of a not-for-profit organization. Angela's life mission is to leave people and organizations better than how she found them. When she is not spending time with her children and 6 grandchildren, she is helping organizations maximize profits and optimize operations.

DEBRA VINCENT



For more than a decade, Debra Vincent worked in Ottawa in progressively senior positions with the National Aboriginal Capital Corporations Association and the National Aboriginal Health Organization. Debra, always passionate about culture, opened Artistic Inspirations and began pursuing art full time in 2014. She is a versatile artist who works in acrylic, pen and ink and three dimensional art. In December 2015, Debra was elected as a Councillor for the Mohawks of the Bay of Quinte.

THE POWER OF STORYTELLING FOR LEADERSHIP DEVELOPMENT

— *by Angela Sladen* —

"Stories have power. They delight, enchant, touch, teach, recall, inspire, motivate, challenge. They help us understand. They imprint a picture on our minds. Want to make a point or raise an issue? Tell a story."

— *Janet Litherland*



The 4 coloured boxes of the medicine wheel represent all important facets of development - spiritual, emotional, mental and physical. The wheel is overshadowed with the strong spiritual, guiding, leadership of the eagle. By Debra Vincent

Storytellers connect the past and the future. Culture and traditions, many of them oral, have been passed on by storytellers in all indigenous cultures. The accuracy of the repetition of oral stories is now recognized in the courts as an acceptable account of history and is allowed for legal proceedings. These stories passed down for generations document and illustrate the past, while teaching morals and life lessons. They strengthen faith, tradition, and family. They help us cope with pain and they inspire us to move forward in hope and courage.

What are some of your strongest memories as a child? I would venture to say they are stories. If they are not stories that were read to you, they are probably stories you created or the stories that shaped your life. Why are stories so memorable? Studies show that we are wired to remember stories much better than facts because stories evoke emotions, and emotions are chemical reactions that our brains do not forget. There is a great quote that sales people use that is useful for everyone: "facts tell, stories sell."

Listening to stories has a profound effect on people because it changes their brain. If we want to have a memorable, life-changing effect on people - if we desire to lead - we need to use stories, and the more personal, the better. Why personal stories? Personal stories make you vulnerable. Vulnerability is the magic that draws people to you, because they relate better to you, and understand that you know that you are human.

The power of stories for leadership is undeniable. Good leaders tell good stories. Leaders move people. They create an environment for innovation and change. The challenge of leadership is to move your people from passive listeners to active doers. There are two ways to do that: by force or by influence. Leaders influence with stories. They use stories to take their listeners on a journey that changes how they think, feel, and act. These narratives are purposefully and intentionally crafted to express the heart of the organization: its vision and mission.

Think of leaders you admire. I bet you know their story and that their story had an emotional impact

on you. These great leaders use stories to challenge us; to help us relate to them; to show us alternatives to the situations we are presently in; to enhance our ability to imagine and create hope for the future; to show us our potential; and to use humour to ease tensions and refocus. You can use stories for these same purposes.

How do you craft a great story? Here are some story-telling tips to help develop your leadership:

1. Make sure there is a hero in your story. Make your story about real people encountering real situations and overcoming them in real ways. The audience should be able to relate to your hero, especially if you can make the listener the hero.
2. Use failure to teach the lesson. People relate more to failure than to successes. People are hard on themselves and understand the pain of failure far more than the joy of success. Use those strong feelings to drive the main point of the story home - but be sure to end with hope.
3. Keep the story interesting by adding some unexpected twists. One of the best ways to find out if your story is interesting is to tell it to your children. If you can keep their interest, you can keep an adult interested. Twenty minutes is the average time that the brain can focus while the body is seated. Use the first 20 minutes of your presentation to tell the story. Schedule the facts to support and follow the story.
4. Incorporate as many emotions as possible into your story. Emotions create chemical reactions in the brain. The more active the brain, the more engaged the heart, and the more memorable the facts. Be careful, however, not to try to manipulate the listener into an action you desire; make it their own desire.
5. Keep coming back to the main point or meaning of the story throughout the story line. This is sometimes called the "aha" message. It takes, on average, seven repetitions of the main message, in different ways, for it to take root in our brain. The best messages tell

"Stories are remembered up to 22 times more than facts alone."

*Jennifer Aaker,
Professor of Marketing,
Stanford School of Business*

us how we should treat ourselves, others, or the world around us.

6. End your story with a challenge to be a better person, to treat others better, or to make the world a better place for all. After listening to and being engaged in, your story your listeners will be encouraged - you will foster, promote, and advance courage, spirit, or confidence.

If you are New to story-telling, here are a few great resources to help you develop and deliver your story:

1. The Leader's Guide to Storytelling: Mastering the Art and Discipline of Business Narrative Stephen Denning

2. Simon Sinek delivers a very powerful, and one of the most watched, TED Talks entitled, "How Great Leaders Inspire Action." His Start With Why website offers books, courses and free downloadable resources

3. Marshall Ganz's downloadable "Telling Your Public Story" worksheet

4. 350.org Telling Your Story Toolkit

5. Chicken Soup for the Soul® books are full of stories for every situation and every audience. They are an invaluable resource to have in your library for quick reference and inclusion in your presentations

You are now ready to write your stories to inspire, encourage, empower, and engage your listeners! You can use the same stories over and over again for different audiences so be sure to write them down, memorize them, and keep a record of all your stories. Stories are a great way to help parent your children, share difficult discussions with your spouse, engage your employees, and be a force for change in your community, business, and in the world.

I look forward to reading your stories! Please feel free to send them to me at angela.sladen@gmail.com.

"No, no! The adventures first, explanations take such a dreadful time."

— Lewis Carroll, *Alice's Adventures in Wonderland and Through the Looking-Glass*

"If history were taught in the form of stories, it would never be forgotten."

— Rudyard Kipling, *The Collected Works*

"Storytelling reveals meaning without committing the error of defining it."

— Hannah Arendt



The eagle demonstrates strong leadership. By Debra Vincent

WISE AT ANY AGE

— by Lana Binning —

Today I want to break the age-old myth that wisdom is accumulated with age. Here's the reality...Wisdom is not (necessarily) earned through age. I've met some really unwise 80 year olds. And I've met some wise 40 year olds and I've also met some very wise 12 year olds.

Wisdom is earned through awareness. Many people just go through life versus growing through life. It's really easy to have one day blur into another, one week into another, one month into another. All of a sudden you look up and 25 years have passed and you're not that much wiser for it. You see...you have to pay for wisdom with your attention.

When I started writing for AWEQ I was a little freaked out. Well, maybe a lot freaked out - about having to come up with something worthwhile for each article. I knew I needed to increase my learning, and so I started keeping what a mentor of mine calls "A Learning Journal". I recommend this for all of you. It is a separate journal where I answer one question at the end of the day every day. The question is simply "What did I learn today?" Documenting ideas that I would not have otherwise capture in my awareness, or "Wisdom Drum", as I like to call it, forces me to really take in my observations and assess my thoughts; look at my behavior; and review anything that I have read or studied throughout the day.

Interestingly, I have learned that many of my entries are about mistakes that I have made throughout the day. This made me realize how much it would have cost me if I hadn't taken note and then adjusted...YIKES!

I want to encourage you to try it TODAY. Just go throughout the day and observe your world, observe your behavior, observe what you learn and study. At the end of the day, answer this question: What did I learn today? Good or bad. Anything.

I know it sounds trivial but trust me, HAVING to come up with something every day will have you live each day with a lot more awareness and fill your wisdom drum much quicker. Jot it down in a journal, in Evernote, on your iPhone's notepad, whatever...as long as it's not in your head. The key is having to articulate it. It's only then that you'll actually "get" it.

And hey, if you like it for 1 day try 3 days, go for 7, or a full quarter. If you like that, well... no telling it might even become a habit and you may become much wiser for it.

"We first make our HABITS, then our HABITS make us." John Dryden



Dream Catcher - The designs represent the dreams of 7 generations plus 1 representing the future. The many designs in this piece represent different teachings we experience throughout life.

By Debra Vincent

EDUCATION FOR ENTRE-INTRAPRENEURS CHERYL JENSEN, AS SEEN ON ICN



Cheryl Jensen, President, Algonquin College, speaks about the importance of entrepreneurship in post-secondary education, for the college, the faculty and the students. Teaching entrepreneurship and making it safe to learn from failure helps prepare people to create their own jobs as entrepreneurs or to become “intrapreneurs” for their future employers.





*Photo by
Alice Beaudoin*

HOW TO (NOT) WRITE A PRESS RELEASE

by Jennifer David

If you work for an Aboriginal organization or community, there is a chance that you have seen, or perhaps even been responsible for drafting, a press release. I have some words of advice; do not write that press release.

Let me explain.

Press releases were a necessary promotional vehicle for organizations when the world was dominated by print media. This is no longer our current reality. With web sites, blogs, YouTube and dozens of social media options, it's not likely that your audience is getting its news from conventional media. So you shouldn't rely on conventional media to get your word out either. Think about your press release - where is it going? Who is going to read it? Who is going to take the information from your press release and turn it into a story? Unfortunately, most news outlets have reduced their staff dramatically over the past few years. The few journalists who are left must prepare more stories and, in the case of television news they are also required to do their own camera work and editing too. News organizations do not have staff dedicated to reviewing press releases as they come in.

The alternative to a press release, however, requires more creativity and more research. And it fits well with the theme of this publication: storytelling. You need to write a news story not a press release, and you need to target your story to the

right news outlets.

You need to tell a good story, you need to tell it succinctly, and you need to tell it quickly. That will work better than any press release. The difficulty is finding a way to tell that story without overtly 'pushing' or 'selling' your organization so much that it turns journalists away.

Consider wearing a 'journalist' hat, rather than a 'public relations' hat when writing your story. The drawback to a press release is that it is often filled with lofty adjectives like 'innovative', 'ground-breaking', or 'cutting edge'. You decide to write a press release because you certainly believe you have something to say that is innovative or ground-breaking or cutting edge. But is it only innovative to people within your organization? How will you prove that it is cutting edge or ground-breaking beyond using fancy adjectives?

You don't need to be trained as a journalist to write a good story. The standard questions that all journalists attempt to answer in any story are who, what, where, when, why and how.

Even though I have just advised against creating a press release, this could be a useful exercise if you have never written a news story.

Here is an example of a short press release. This is a fictitious story; none of the people or elements are based on actual people or places.

PRESS RELEASE

For immediate release

November 2, 2015, Fox Point First Nation--Three First Nations in northeastern Ontario have created a joint venture company to take advantage of Ring of Fire opportunities.

Fox Moose Point First Nation, Anishnabe First Nation and Wachay First Nation recently signed an agreement with Rocky Hill Resources to establish a new joint venture company called Rocky Hill Ventures.

"This is an historic opportunity for our community," said Chief Mike Butler of Fox Moose Point First Nation. "Our community members are committed to sustainable development and to education. We want to be part of economic development in our region and we believe this joint venture is one way to do that."

"We welcome the chance to work with our partner First Nations," said Bob Anderson, CEO of Rocky Hill Resources. "Our experience in mining, and their knowledge of the land gives us a competitive advantage while still focusing on sustainability."

Rocky Point Ventures will focus on diamond drilling and providing machinery required for the early stages of mining exploration. Mining companies will be able to access equipment and human resources in the region rather than bringing these in from southern Ontario or the United States, saving time and money.

More than 20 members of the three First Nations have signed up for business training and will be an integral part of the future of Rocky Point Ventures. The joint venture is currently recruiting for a President and CEO.

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For more information:

Chief Mike Butler, Fox Point First Nation, mbutler@foxmoosepoint.ca

Bob Anderson, CEO, Rocky Hill Ventures, banderson@rockyhill.com

Now, let us see if this press release has all the elements of a story.

Who—the three First Nations and the company

What—forming a joint venture company

Where—northeastern Ontario

When—today

Why—to take advantage of Ring of Fire Opportunities

How—by joining together, sharing expertise, taking advantage of local knowledge

You may have noticed that a press release tends

to be written in a very standard way. There is a catchy headline, a one or two sentence description of the story at the very beginning, then a quote from someone talking about the story, then more information about the story, ending with contact information to find out more.

This press release has all the information that a journalist needs if he/she decides to write a story. But, as mentioned earlier, the journalist may not see how this story is relevant to the news outlet's audience. Make it easy for the journalist; write a story in a format that is already ready to publish.

This has a much higher probability of being published. And if you gear your story to a particular audience, it has an even better chance. This is where the previously mentioned research comes in.

Which news outlets do you actually want to pick

up this story? Let's say it's a northern Ontario mining newspaper. Then you should take the information in this press release and write a news story that would appeal to those who read that northern Ontario mining newspaper. Here is an example:

THREE FIRST NATIONS AND A MINING SUPPLY COMPANY TEAM UP TO JOIN THE EVER-GROWING MINING JOINT VENTURES IN ONTARIO'S RING OF FIRE.

It is three hours north of Timmins. Chief Mike Butler has lived all of his life in this small corner of northeastern Ontario and is passionate about the land. He hunts, fishes and traps in any spare time he has when he isn't leading his community in economic development.

"Everyone knows that there are so many opportunities for mining in our region," he said. "But how can our people take advantage of these opportunities while still respecting our traditions and protecting our land?"

Chief Butler said that for his community, the answer is to be part of making decisions on how these mining opportunities move forward.

Enter Bob Anderson, CEO of Rocky Hill Resources. "We have many years of experience in diamond drilling, and providing heavy equipment for mining exploration. But of course, most new mining projects are located in remote areas. We know that First Nations are also located in these remote areas. It was a win-win situation for us to find a partner and create this joint venture."

The joint venture, called Rocky Hill Ventures is currently looking for a new President and CEO. Chief Butler hopes that in the near future, that position will be filled by a community member.

"But for now, we want to learn from those who understand this industry. We will share our traditional knowledge and we will gain technical knowledge. We think this is a good model for all of our futures."

For more information:

Chief Mike Butler, Fox Point First Nation, mbutler@foxmoosepoint.ca

Bob Anderson, CEO, Rocky Hill Ventures, banderson@rockyhill.com

This news story also has all the information that a journalist needs if he/she decides to write a story but the difference is that this story is already partly written and it is more engaging because it focuses on people. It is always best to include stories about people in your news article. This grabs people's attention.

That is a story aimed at a mining-aware audience. If you also want your story to be picked up on APTN, for example, you could keep much of the same elements as the story above but perhaps include quotes and stories from the other two part-

ner First Nations, or add a quote from one of the First Nations business students about why they are excited about this joint venture. You might change the headline to something like: First Nations youth training to be future mining company CEOs.

If you want your story to be carried in a business blog, you could find out who blogs about mining issues and send the story to them, etc., etc.

There are many, many avenues for your story. The key is simply to be a storyteller, know your audience and avoid writing a press release that is quickly deleted from some journalist's inbox.



A SIMPLE WALK

by Sandi Boucher

*Photos provided by
Mother Earth Water Walk*

When we think of a walk, our minds conjure up images of evening strolls or power walks through our local neighborhood or around a track. We think of friends or of solitary moments that bring clarity to the insanity that is so often our world. We do not think of a 72-year old woman embarking on a walk that would take months to complete - a walk that would touch hearts and change lives.

Josephine Mandamin is such a woman - a traditional, humble soft-spoken woman of First Nation descent. She uses her voice to speak for others, but I do not believe she ever really viewed herself as an activist; at least, not until one particular evening and a very distinct conversation with a few close friends.

According to the teachings of many Indigenous cultures throughout North America, the women are the water carriers, the men - the fire keepers. As water carriers, the women are viewed as the stewards of the water, awarded the responsibility to ensure the waters are protected, kept clean and healthy for future generations of men, women, and children to enjoy. But as an Elder and an Ojibwe woman, Josephine and her friends were growing concerned. Their actions didn't seem to be making a difference. Surely they could do something!

"We should just take a bucket of water and walk around Lake Superior with it."

A crazy idea for sure, but one that refused to rest, and so the Mother Earth Waterwalkers began. Since that discussion, the walkers, led by Josephine, have walked around all of the Great Lakes; down the length of the St. Lawrence; and around many other important, yet smaller bodies of water. This year they embarked on one of the longest walks yet, taking them from Matane, PQ to Madeline Island, Wisconsin. In total, a journey of nearly 2500 km, completed by a dedicated group of walkers, some walking for days, others for hours but each taking turns praying while carrying a symbolic and sacred bucket of fresh water.

It is important to note that the walkers, whether they were there for a day or for weeks at a time, were not protesting. They were not following a political agenda. They were following the teachings of their inspirational leader and they were praying every step of the way. Along the way they worked to raise awareness, answering questions of interested onlookers as they passed by farms, through municipalities and along some of the busiest highways in Ontario.

As a Coordinator working behind the scenes, the walk changed something instrumental inside me. I learned the full meaning of "going with the flow" as plans and destinations and needs changed daily. I learned of the power of simple things, like the words of one elder who simply walks and talks and prays.

Think of the water the next time you have a drink from the tap, carelessly letting this precious gift run into the drain simply because it is not yet at a desired temperature. Imagine a world without this gift or one where this gift is available only to those with enough money to pay. Think of the world you leave for your children, grandchildren and their grandchildren, a world created by your actions. Perhaps then you can understand why the elders walk.



*Photos provided by
Mother Earth Water Walk*



*Photos provided by
Mother Earth Water Walk*

FROM SOCIAL ASSISTANCE TO PHD

JULIE PELLETIER



Julie Pelletier, Chair and Associate Professor in the Department of Indigenous Studies at the University of Winnipeg, went from living on social assistance to earning her PhD. In an insightful interview, she describes the path she took to achieve success, her determination, challenges, lessons learned and her road to work-life balance.



DEBBIE EISAN:

*Ojibway Anishinaabe kwe, Navy petty officer,
wife and mother, Aboriginal Advisor to the
Canadian Army, Aboriginal Elder ...*

————— *by Lynn Capuano and Nathalie Flynn* —————

A STEP IN THE RIGHT DIRECTION

It's a funny story, how Chief Petty Officer 2nd Class (Retired) CPO2 (Retd) Deborah (Debbie) Eisan came to be the first in her family to join the CAF, especially in 1975 when few women, and even fewer Aboriginal women, were joining the military.

When the Ojibway Anishinaabe kwe (Native woman) from Batchewana First Nation was just 17 years old, she was working at a restaurant in her hometown of Sault Ste. Marie, Ontario when things began to fall into place, so to speak.

After slipping on a stray tomato slice and dropping her customer's lunch in his lap, the horrified young waitress took one look at how the BLT ingredients were adhering and the chicken soup was dripping, and she knew it was time to leap – out the door!

"I was just mortified and was sure I was going to get fired, so I saved them the trouble and I quit," she said.

As she shut the restaurant door and stepped into the street, another doorway beckoned. It was the local unemployment office across the way.

"I walked in and there were two Canadian Armed Forces recruiters in the office and I headed over and the next thing I knew I was headed off to CFB Cornwallis for basic training," she recalled. "Nobody knew anything about what the military was about in my family. Since then, I have had nephews and cousins who have joined. I am really pleased about that."

Today, thanks to CPO2 (Retd) Eisan and that spilled lunch, many young people in Aboriginal communities across Canada know what the CAF is about.

FAMILY SUPPORT

CPO2 (Retd) Eisan met her husband, now Master Warrant Officer (Retired) David Eisan, during basic trades training in 1975. He has had a 35-year career in the Canadian Army as a vehicle technician.

The couple have two daughters and five grandchildren and next year they will celebrate 40 years of marriage.

"Dave is my rock; he is my whole reason for being able to do what I do because he supports me in everything. He is not Native, he just accepts me for who I am, my culture and my background. He's a wonderful man."

"I couldn't have done the things I did without sup-

port from my family," said CPO2 (Retd) Eisan. "You can't work with Aboriginal people from behind a desk. When I was doing Aboriginal recruiting for the CAF, I had to be out there in the community, and sometimes I was away from home quite often during the year."

MENTORING YOUNG ABORIGINAL WOMEN AND MEN TO SUCCEED IN THE CAF AND IN LIFE

CPO2 (Retd) Eisan spent much of her career in the CAF working in Aboriginal recruiting and cultural awareness.

"My thing has been to let young Aboriginal men and women know that there's so much out there to



Chief Petty Officer 2nd Class (Retired) Debbie Eisan, Petty Officer 2nd Class (Retired) Chris Innes and one of the carriers of the DND/CAF Eagle Staff, Sergeant Tony Parsons, at the 20th anniversary of the Defence Aboriginal Advisory Group (DAAG). The Staff was ceremoniously recognized by Lieutenant-General Marquis Hainse, Commander Canadian Army and DND/CAF Champion for Aboriginal Peoples, during a ceremony as part of the DAAG's 20th anniversary celebration at the National Aboriginal Veterans Monument in Confederation Park in Ottawa on June 17, 2015. Photo by Corporal Phillipe Archambault. ©2015 Department of National Defence, Canada.

offer. Just because you come from a small community doesn't mean you cannot succeed with whatever it is you want to do."

"Another aspect that I focused on quite a bit was telling young Aboriginal women that just because you either join the military or have another career, doesn't mean you have to give up being married and having a great life and children and a great spouse."

DREAMS INTO REALITY

As National Military Co-chair of the Defence Aboriginal Advisory Group (DAAG) from 2010 to 2011, CPO2 (Retd) Eisan recalled some of the many achievements in the quest for increased understanding of Aboriginal culture.

"When I worked with the DAAG, we made it possible for Aboriginal men to wear their braids, for us to be able to wear the Aboriginal Veterans' Medalion on our uniforms, to be able to wear Métis sashes, and it just evolved into such a great acceptance of our culture and of our identity," she said. "Even on our identity discs, now we can put Aboriginal spirituality as our choice of worship on them."

CPO2 (Retd) Eisan recounts two of the group's many successes as career highlights: The creation of the Department of National Defence and Canadian Armed Forces (DND/CAF) Eagle Staff and the Canadian Forces Aboriginal Entry Program (CFAEP).

She and Petty Officer 2nd Class (Retired) Chris Innes were working together with the DAAG in Halifax in 2002 when they literally shared a dream.

"We had the same dream on the same night about having an eagle staff to represent Aboriginal Peoples serving in the CAF and who work for the Department of National Defence," she explained. "An eagle staff is the flag of our people. That Eagle Staff has now come to fruition, and it has something that represents all Aboriginal Peoples – First Nations, Métis and Inuit."

In June 2015, the dream became a reality. The DND/CAF Eagle Staff was ceremoniously recognized by Lieutenant-General Marquis Hainse, Commander Canadian Army and DND/CAF Champion for Aboriginal Peoples, during a ceremony as part of the DAAG's 20th anniversary celebration at the National Aboriginal Veterans Monument in Confederation Park in Ottawa.

CPO2 (RETD) DEBBIE EISAN'S AWARDS, CAREER HIGHLIGHTS AND COMMUNITY ACTIVITIES

AWARDS

- Queen Elizabeth II Diamond Jubilee Medal Recipient (2012)
- Canadian Aboriginal Music Award – "Best Liaison Officer" (2010)
- Canadian Forces Chief of Land Staff Commendation (2009)
- Canadian Forces Decoration with clasp (CD2) for 32 years of service to Canada (2008)
- Aboriginal Women in Leadership Award of Distinction (2004)
- Southwest Asia Special Service Medal (2002)

MILITARY SERVICE HIGHLIGHTS

- Operation APOLLO, 2001/2002 in support of the War against Terrorism following 9/11
- Senior Team Leader Logistics for Her Majesty's Canadian Ship Iroquois from 1997-2004
- Involved in the closeout operation of the United Nations Base in Rwanda, Africa in 1995

COMMUNITY ACTIVITIES

- Volunteer with Halifax Regional Search and Rescue
- Supporter and past member of the Board of Directors of Indspire, an Indigenous-led registered organization that invests in the education of Indigenous people

"Now that Eagle Staff is travelling across the country representing Aboriginal people at DND and CAF events and for the first time ever, it will be at the National War Memorial on Remembrance Day, carried by one of our Aboriginal members in the parade," she noted with pride.

The second highlight that is close to CPO2 (Retd)



Chief Petty Officer 2nd Class (Retired) Debbie Eisan preparing a smudge with the sacred medicines prior to the blessing and smudge ceremony conducted by local Mi'kmaw Elder Doug Knockwood during the Consecration and Presentation of the Queen's Colours in advance of the Canadian Naval Centennial in 2010 at the Wanderer's Grounds at the foot of Citadel Hill in Halifax, Nova Scotia on June 27, 2009. Photo by: Master Corporal Robert LeBlanc. ©2009 Department of National Defence, Canada.

Eisan's heart involves the development of programs for Aboriginal youth that provide them with a way to try out the military life without obligation to join.

These programs include the Aboriginal Leadership Opportunity Year (ALLOY), Black Bear, Raven, Bold Eagle and the CFAEP. "I was intimately involved as the advisor and course advisor for these programs, with the exception of Bold Eagle," she said.

"I worked very closely with Chief Warrant Officer (Retired) Chris Young and Master Warrant Officer

Grant Greyeyes to have these programs in the Canadian Armed Forces," she said.

"One of the things I really wanted to do before I got out was to have one of these programs brought to the East Coast," she said.

She was pleased to see this happen with the CFAEP in 2010. "So, as it turned out, the last course that I advised on was the first course that was held here in Halifax. They even named one of the awards on the course after me so that kind of made me feel really good."

THE MISSING PIECE OF THE DEBBIE EISAN PUZZLE

CPO2 (Retd) Eisan credits the military for making her into the person she is today.

"When I joined I was very shy, and not so much that I wasn't proud of my heritage and my culture, but kind of reluctant to share that information with anybody because, you know, there's racism and discrimination and bigotry out there and it wasn't a comfortable place to be when you identified as a First Nations person," she said. "And I joined at a time when even for women joining the military, it was a difficult thing to do, not like it is today."

She credits her training, supervisors and mentors for giving her the confidence to succeed as a Supply Technician and to stand up for what is right and who she is as a First Nations woman.

Advocating for Aboriginal Peoples in the CAF occurred over time. One day, she realized she was feeling unfulfilled in spite of her happy home situation and career.

"So I talked to my brother, who is my spiritual mentor, and he told me I was missing my Aanishinaabe roots, my Native roots, so I kind of sat back and I thought about it and yeah, he was absolutely right. When I started to explore those roots and reconnect with those roots again, that made me see that that was the missing piece from the Debbie Eisan puzzle. Once I went down that path there was no looking back."

With a senior rank and much experience, CPO2 (Retd) Eisan was well equipped to start the CAF and its members down a similar path.

"The biggest thing, I think, is education," she said. "I don't think people truly intend to be racist. People think they are being funny, is what it is. And when you just take a few minutes when you hear somebody say something and you educate them on how that's not the right thing to say, I think they come around a little bit."

She said that although cultural awareness is still a work in progress, the CAF has come a long way and she is pleased with the positive work that's been done.

AN ELDER'S WORK IS NEVER DONE

However, CPO2 (Retd) Eisan's Aboriginal cultural awareness work isn't finished yet.

Soon after retiring in December of 2011, CPO2

(Retd) Eisan was recognized by her people as an Elder, advising on traditional ceremonies, medicine and helping in other ways. "It is an honour to be considered an Elder," she explained. "It's not something you choose to be. The community has decided that I am that person."

"I am one of those very lucky people who retire on the Friday and start a new job on the Monday," she said. She first worked with the Halifax Aboriginal People's Network, and is now the Community Events Coordinator at the Mi'kmaw Native Friendship Centre, also in Halifax, where she continues to raise Aboriginal cultural awareness throughout Halifax.

"I knew I wanted to keep working with my people and try to make things better."



*Photo by
Alice Beaudoin*

GETTING STARTED – LESSONS LEARNED FROM AN ENTREPRENEUR

MARIE DE-LORME



Marie Delorme, CEO, The Imagination Group of Companies, talks of the lessons she's learned over time as a start-up entrepreneur. Marie decided that when she becomes an old woman, and reflects back on her life, she wants to tell the story that she had the courage to take the risk needed to develop her great idea into a successful business.



STORY TELLING HEALS WHAT BULLYING STEALS, OUR VOICE

by Linda Crocket

Bullying is about the abuse of power. Over time, the abuse creates a sense of isolation in the target and is intended to silence both the target and the bystander. Story telling is essential to returning our voices.

OUR VOICES WILL BE HEARD

For those who have experienced lateral violence* and/or other forms of bullying, the abuse has likely continued for 6 months to several years. We often see generational bullying and recognize that many layers are involved; this complexity harms the target even further. Bullying behaviors have been normalized for far too long. More often the target is the person who is blamed for the conflicts that arise. Over time, many targets suffer from anxiety, self doubt, feelings of being stuck, hopelessness, and confusion.

Story telling in a safe, confidential, and supportive environment is a crucial step in recovery. Story telling allows a target or bystander to develop clarity around their personal experiences of bullying. Without this clarity, fear, anxiety, and low self confidence will continue to block their ability to heal.

CLARITY EVOLVES FROM STORY TELLING

- When overwhelmed with emotions and thoughts, writing your story out first will help release blocked energy. Even if the timelines are out of order, keep writing. This will allow the wisdom already within you to once again come through. It will make sense in time.
- When the puzzle in your mind begins to take form and show the full picture, you are able to begin the healing process. Though this may feel painful, it helps to validate your experience and overcome feelings of confusion, and fear of the unknown. This fear and confusion is what keeps you silent.

- Sharing your story out loud, with those you trust most, will allow others opportunity to give you validation. Discovering that you are not alone will support your recovery.

- With each step taken, a sense of grounding begins to take place. This grounding empowers you and gives you more strength to continue on to the next steps in the healing process.

- Sharing your story will increase your confidence and your sense of self worth. You will control what, where, when and with whom you will share your information.

- Developing clarity in your story will save yourself time & money if you choose to share your story with your medical team, human resources, insurance companies, counsellors and/or other professionals.

- Sharing your story will help improve your mood and your health.

STORY TELLING RESTORES OUR POWER

A few suggestions to support you further:

- A counsellor can support you through the stages of forming your story. Though this can be an emotional process, having someone to support you as you walk this journey may be the safety net you find most comforting.

- Depending on your circumstances, sharing your story with a therapist may only require 1 - 2 sessions. Others may need much more time, but no matter how long it takes, you deserve this type of support and comfort.

- Feel free to use creativity when discovering and/or sharing your story. Use whatever method best resonates with you: such as paint, crafts, photos, music or audio recording yourself as you read your story.

WHEN THE STORY IS READY WE FIND OUR VOICE AGAIN

After you have clarified your story, try the following in this order:

a) Some people find it helpful to make an audio/video recording as they tell their own story. Some do this alone and keep the recording for themselves, while others may choose to share it. If you choose to do a recording, but find the process difficult, just remember to take healthy breaks: for example, a walk in nature, meditation, sleep, or enjoying time with your family.

b) Next, choose someone you trust and respect

to share your story with; choose someone who will support you 100%. For example, an elder, a loved one or a professional counsellor. Explore the experience of reading your story to them. You can also ask your trusted support to read your story to you.

Feel free to share parts of your story at www.ABRC.ca. You control all the material you share. Many of us feel this is part of the justice we need. Though we remove the names and any identifiers, the story is no longer a secret. There is satisfaction and a sense of justice when we can share our stories and we can help others feel that they are not alone.



Photo by
Jacalyn Grandjambe

* *Lateral Violence: is bullying between peers (equals) in their workplace status. This abuse occurs in all cultures and describes the way people in positions of powerlessness, covertly or overtly direct their dissatisfaction inward toward each other, toward themselves, and toward those less powerful than themselves.*

Please note that this article is a general overview. Each case of bullying is unique therefore this is not intended to provide personalized advice on how to deal with workplace bullying, lateral violence and/or mobbing, and is not intended as a solicitation to purchase services from the author. Linda R. Crocket, MSW, RSW President of the Alberta Bullying Research, Resources and Recovery Centre (ABRC) is solely responsible for its content. For more in-depth information on the topics of bullying and/or harassment, please contact a qualified professional with the appropriate credentials, experience and references.

SUCCESS = PEOPLE SKILLS, EDUCATION + HUNTING FOR OPPORTUNITIES CANDICE HOLMSTROM



Candice Holmstrom, President, CH Designs Inc. of Toronto, reflects on obstacles she had to face as an Aboriginal Entrepreneur. She states that entrepreneurs must possess three key attributes for success: people skills, education and a willingness to constantly hunt for the next opportunity.



BUSINESS SUCCESSION- PREPARING TO RELINQUISH THE REINS

by Carol Ann Budd

You've poured your soul into building a successful business. In fact, it's probably hard to imagine your business without you at the helm. One day, however, you'll determine that the time has come to step back and hand the responsibility for the day-to-day operations to someone else.

YOUR BUSINESS – A PART OF YOUR LEGACY, A PART OF YOU

What will become of your business when you retire, and how does your business fit into your retirement plan? Even if you think you're years away from slowing down, the need to address these questions is a pressing one—you need to put an exit strategy in place today.

Perhaps you intend to pass your business on, or maybe you'd be content to sell to the highest bidder? If you're not a sole proprietor, perhaps you'd like your interest to be bought by co-owner(s), partner(s), other shareholder(s), or certain key employees and use the sale proceeds to fund your retirement or create an estate?

There are countless factors to consider as you develop a strategy to leave your business. Advice and a professional observer's point of view may help.

CONVERTING YOUR BUSINESS INTO A SOURCE OF RETIREMENT INCOME

It's essential you have a plan to convert the value of your business to cash when the time comes. There are three basic ways of doing that.

Selling the business as a going concern to an outsider. While finding a potential buyer for a successful business is seldom difficult, finding the right buyer—that is, someone who either has enough cash or access to financing to be able to afford the purchase—is often more difficult. Selling a business is not straight forward. It's critical you work with experienced, professional advisors to weigh the myriad of tax, legal and accounting considerations. Eventually you'll have to address a number of questions:

- If your business is incorporated, will you sell your shares or the assets?
- Can you use your capital gains exemption?



THE PILLARS OF SUCCESSION PLANNING:

BUY-SELL AGREEMENT

These agreements establish the terms and conditions under which your share of the business or partnership will be acquired by your co-owners in the event of such contingencies as your death or disability.

FINANCIAL CONSIDERATIONS

If you've chosen a successor, or signed a buy-sell agreement, you need to ensure the person(s) who'll be taking over from you have the capital required to buy your interest. Insurance can ensure the capital required in these situations is there when it's needed.

LEGAL DOCUMENTATION

Make sure your will and power of attorney coincide with the terms of the buy-sell agreement.

MANAGING THE PROCEEDS OF YOUR SALE

Should you sell your business, you'll likely find yourself with a large sum of money in hand. The question is, how can those proceeds be invested to balance the need to minimize future tax concerns and still deliver respectable returns? An advisor can help you construct a properly diversified portfolio with the proceeds based on your objectives and tolerance for risk.

- Will you have to remove non-active investments from your business in order to qualify for the capital gains exemption?
- Will you have to extract operating assets, such as accounts receivable, to reduce the purchase price?
- Are you willing to accept a promissory note or mortgage to finance the sale?

Winding down your business. If you are the biggest asset your business owns—in other words, if the business is your professional services—you may not be able to sell it, unless your client list has some value. If you're a professional whose expertise is in short supply, you may find that prospective purchasers are reluctant to pay for goodwill, since they'll be able to attract clients on their own rela-



*Photo by
Alice Beaudoin*

tively easily. Preparing to close your doors for the last time can be hard work. It may involve selling or disposing of remaining inventory, giving proper notice to landlords, creditors and customers and, in the case of a corporation, doing a certain amount of legal paperwork. Be prepared for the physical and emotional toll of closing your business. If your business is incorporated, the corporation may carry on while you slowly deplete its investments in a tax-efficient manner. But remember, maintaining a corporation requires on-going administrative and legal expenses.

Passing on your business. You may have relatives, co-owners, or key employees who want to take over when you're ready to retire. Facilitating this kind of transfer can be the most satisfying option, but it can also be the most complicated, particularly if other family members are excluded from the process. You'll need to establish a value for your business and develop the confidence that your successor(s) will be successful without you.

This may require involving these individuals in ownership concerns sooner rather than later. No matter how you choose to dispose of your business, it's critical you make provisions for its disposition in your will. This is especially important if you plan on passing the business on to a family member. You'll need to clearly delineate the means by which they will acquire the business. Will they purchase your share in it with the proceeds going to your estate? Will they inherit ownership or a share in the business? And what about other members of your family? Have you ensured the distribution of your estate is equitable? To avoid disputes, you'll want to ensure everyone—including those who won't be brought into the business—is taken care of in some way.

PREPARE FOR THE TAX BURDEN

However you choose to wind down your involvement, remember that any proceeds from a sale could be subject to income tax. Taxable capital gains could also result at the time of your death

should you choose to leave the business to your children. By planning in advance, you can minimize tax paid by you, your estate or your heirs. For example:

- The sale or deemed disposition on death of 'qualified small business corporation shares' can qualify for a capital gains exemption of up to \$750,000 for each shareholder. Ensure your business qualifies.
- A family trust or estate freeze could reduce taxes payable in the future and facilitate the transfer of ownership to family members.
- Plan your charitable bequests to maximize tax benefits

If transferring the business to family is your preference, consider life insurance proceeds to cover the tax liability. Insurance can be a cost-effective way of financing the succession without saddling the business with the need to borrow money.

ENSURING THE GROWTH ON YOUR BUSINESS RECEIVES THE MOST FAVOURABLE TAX TREATMENT

The shares you own in your corporation may be ineligible for the capital gains exemption. Ask your accountant if they qualify—if they don't, there may be steps you can take to 'purify' the shares and ensure they do qualify for this valuable exemption. In some cases, these measures must be in place two years before the eventual sale of the business in order to be effective. Clearly, a failure to plan ahead can be costly.

CAP THE TAX LIABILITY ON YOUR BUSINESS THROUGH AN ESTATE FREEZE

An estate freeze involves transferring ownership and future growth of capital assets—usually to your children—now, rather than waiting until your death. Otherwise, a failure to plan for business succession could leave your estate with a larger-than-necessary tax burden and, ultimately, erode the value of your legacy. As a result of the freeze, you'll eventually pay tax on capital gains accrued up to the date of transfer, while the new owners will be taxed on future gains. An estate freeze can be effective but be careful not to implement a freeze too early or you could limit your own resources. An es-

tate freeze can trigger immediate tax implications if not structured properly, so you should use tax professionals to ensure it's structured properly.

SUCCESSION PLANNING WITH THE USE OF A FAMILY TRUST

Setting up a family trust at the time of an estate freeze appeals to many business owners because it allows them to plan for the eventual transfer to their heirs while still maintaining control. Trustees, which could include the current owners, control the shares of the business until such a time as the trust is wound up. Trustees selected by the owners can exercise control for many years beyond the death of the owner, as specified in the trust document.

PASSING THE TORCH

It's very likely your business is the most valuable asset you own. There's also a good chance you'll want to pass it on to one or more members of your family. Succession planning, however, raises a number of difficult questions. If there's a family member who is both willing to take over the business and capable of running it, you're already part of the way there. The next question is to decide how to finance the transfer. Will the new owner purchase an interest in the business—and if so, will he or she pay fair market value for it? If you plan on leaving the shares to one person—for example a child—are there enough other assets in your estate to leave to other children? If not, you may want to consider life insurance as a means of providing an inheritance to others. If you are considering leaving your business to siblings, proceed with care. Many families have suffered through strained relationships after rifts have developed on business questions, or in situations where one sibling feels they're contributing more than others. Also, if the plan calls for one sibling to take a more active role in the day-to-day operation of the business, will there be additional rewards for assuming added responsibilities? You'll want to avoid a situation where the active child spends the rest of their life working for their siblings. Finally, encourage your successors to implement a buy-sell agreement to replace yours. You may want to ensure in advance that eventualities such as a child's marriage are planned for.

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