



# ABORIGINAL WOMEN'S ECONOMIC QUARTERLY

SPRING 2016



## A LIFE WITH THE CANADIAN ARMED FORCES



PRODUCT  
PHOTOGRAPHY  
TIPS

SEEDS OF  
CHANGE  
SPRING FROM  
THE DIRT OF LIFE



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.

You may subscribe to the Idea Connector. It's free and content is accessible at no cost. If you subscribe, we'll send you our newsletter (two editions a week) enabling you to keep up to date with new content as it is published.

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.

You may ask questions or share your thoughts on any and all content published.

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.

Imagine what you are capable of.

[www.IdeaConnector.net](http://www.IdeaConnector.net)

### **ABORIGINAL WOMEN'S ECONOMIC QUARTERLY TEAM:**

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Guy Dancause – CCO Idea Connector Network

Published by Idea Connector Network

# PLANTING THE SEEDS

*A letter from the editor.*

In 2015, the social enterprise Idea Connector Network began publishing the Aboriginal Women's Economic Quarterly online magazine, planting the seeds for another method of shattering stereotypes, misconceptions, and myths about Aboriginal women, while offering all readers suggestions to help them succeed in business and in life. In each issue we share inspirational stories, motivational business advice, as well as links to videos and relevant websites, which we hope will help you nurture the seeds you are planting in your life.

Success is more poignant when it comes after adversity. No matter how fortunate each of us feels, we all experience times when life doesn't turn out quite the way we expected it to. When we face setbacks, we can choose to persevere and find another way to reach our goals. Sometimes that means changing direction, or business partners, or trying something completely new. Being receptive to opportunities that the Creator puts in our path is a good idea. The next person you meet, article you read, or video you watch could have the solution to your problem. I've found that looking at setbacks as learning experiences rather than obstacles helps me to keep a positive mindset and find solutions.

Our contributors share their ideas about overcoming obstacles, whether it is nurturing customer contacts to turn them into paying clients (Sandi Boucher – But do You Sow?); sharing advice on creating beautiful photos (Pass The Feather – Product Photography for On Line Sales.); or sharing investment strategy advice (Carol Ann Budd - Building your Portfolio: The Dividend Paycheque). I invite you to read this magazine, including the information about our contributors. These business women, artists and organizations have the potential to help you find solutions to your challenges.

The majority of the content of the Aboriginal Women's Economic Quarterly is created by Aboriginal women. We accept contributions from everyone, regardless of their background, providing their contributions meet the magazine's mission. Please contact me directly to learn about becoming



ing a contributor: we are interested in sharing your knowledge and showcasing your art.

I invite you to share our magazine with your network; so that together we can work on nurturing the seeds planted in this issue.

Chantal Fraser

Editor in Chief

Email: [Chantal.Fraser@ideaconnector.net](mailto:Chantal.Fraser@ideaconnector.net)

The Idea Connector Network relaunched our website in January 2016. You can now access the [Aboriginal Women's Economic Quarterly](#) page to view past editions, Contributor's Guidelines, and to [sign up](#) to receive notices when future editions are published.

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# BUT DO YOU SOW?

by Sandi Boucher



Art by  
Debra Vincent

Years ago, a successful colleague reminded me that as an industry rule, sales material must appear before someone's eyes on average FIVE TIMES before they take action, yet that is not how I see so many in business behave.

The enthusiastic new entrepreneur gets that amazing website up – but no one comes. They realize something is wrong.

So they share the link on Facebook, so that all on their Friends List can see it ... never once remembering that their Friends List is made up of just that, family and friends, and not necessarily customers or even potential customers.

Many start to get discouraged at this point. Negative self talk sets in. They start to wonder if they were wrong, if their product is really as amazing as they originally thought. They begin to wonder if they will fail.

The successful pay for a Facebook ad, so that their new and improved post (with a picture perhaps and a catchy phrase, not just a link) can reach more than just family and friends. The successful create a Facebook Page dedicated to their business, and run a contest to get people to join (with

incentives and prizes for those who share with their Friends List).

The successful slowly begin to build a contact list, made up of the emails of interested and future customers. They join the Chamber of Commerce in their area and join other networking groups and they consider more formal, traditional ways of advertising to reach a local market.

And they keep marketing and they keep trying because they know that the last time someone bought from them, that customer mentioned how they always enjoy the ads from their company. The customer was simply too busy with their life to respond until now.

And the next customer shared that they really loved that summer special the company ran last year and that they hope it will run again because they were out of town last year and couldn't attend but they are going to attend for sure this year.

Because the successful realize that people have lives and that even the most valuable and useful offerings take time to get into the hands of those who need them, so the successful don't only plant seeds, they sow their garden too.



# Do you know what these people have in common?



Angela DeMontigny



Louie Gong



Anna House



Alice Beaudoin

They're...

- ✓ Proud of their Indigenous heritage
- ✓ Creative and artistic
- ✓ Successful Business Owners

These agents of positive and lasting change have shared their experiences of mastering their craft and building their businesses on ICN.

**Join us!** See their video interviews. You will learn about the lessons they have learned.

**Visit us** [www.IdeaConnector.net](http://www.IdeaConnector.net)

Make ICN your network: invite your friends, tell us what you think, and share your own experiences.



To write to us send your e-mail to [info@IdeaConnector.net](mailto:info@IdeaConnector.net) or phone 613.686.1190 ext. 101

# PRODUCT PHOTOGRAPHY FOR ON LINE SALES

—by *Pass the Feather*—

Product photography should be number one on your list if you are trying to sell your work on line.

Because a buyer can't pick up and look closely at your product, your pictures have to be good enough to convince them that they want it.

If your photos are blurry or dark, if the background is too busy, if the colour is bad, people are not going to take the time to consider the purchase. Great photos will not only show how beautiful your product is, they will also capture the attention of your viewer and take them all the way to the check out.

## TIPS

1. Be consistent. Find a background and lighting set up that you like and use it for every product. This will not only save you time but it will bring a cohesive look to your page.

2. Background is everything. Don't take a photo of your canvas resting on a chair or leaning against the wall. Take the time to hang it, light it and centre it in your photo.

3. Neutrality. Choose a white or neutral background for your object. Keep it simple.

4. Focus. Stay very still and let your camera focus properly. It only takes a second and makes all the difference. If you have one, use a tripod. Crisp, clean lines attract viewers.

5. No flash. It will reflect off of your surface (especially paintings). Indirect lighting (illustrated below) is best. Any household lights will do!

6. Reflect. Natural lighting is best but not bright sunlight. If you have a light, don't shine it right on your object. Instead, reflect it off a white wall or ceiling.

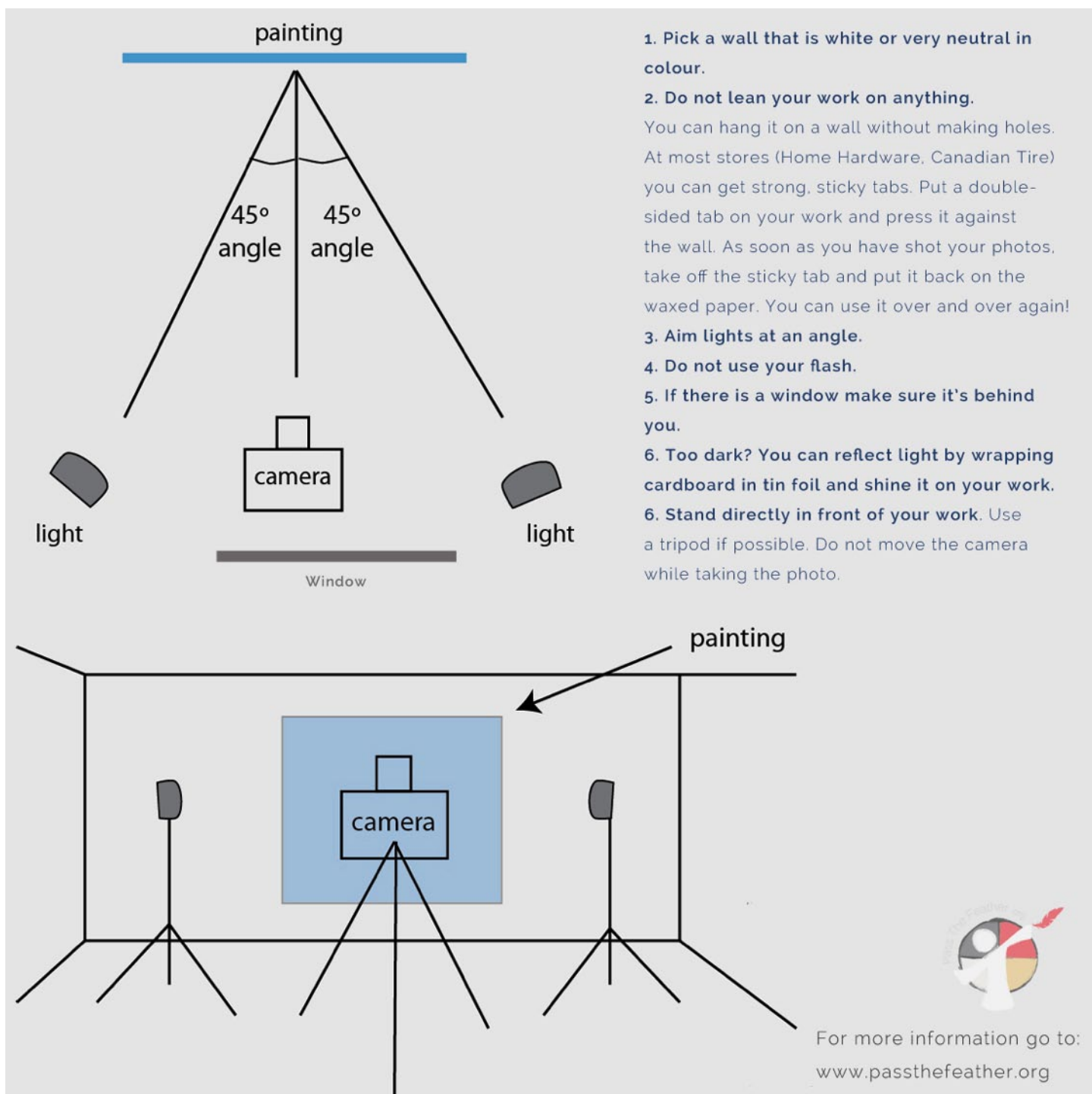
7. Zoom. Zoom in on it. Make the viewer feel like they can touch it. Even a photo with your cell phone can still be a great photo.

8. Edit! There are a lot of free apps and programs that make it very simple to edit your photos. Visit [www.passthefeather.org](http://www.passthefeather.org) for a list of some of those great apps.

## BACKGROUNDS AND LIGHTING FOR PHOTOGRAPHING PAINTINGS AND TWO-DIMENSIONAL ART

The number one rule is never, ever, lean your painting on something to photograph it. This practice distorts the image and it is difficult to correct.

Rule number two is never use a flash or shine a light directly onto your painting. All types of paint will reflect light. That will not only change your colours but it will cause shiny spots in your photo. The diagram below will help you to take better pictures of your two dimensional art work.



## BACKGROUNDS AND LIGHTING FOR SMALL OBJECT

If you are going to use a model, be sure that you are zoomed in on the piece, not the model. Getting a close, clear, detailed picture is most important. If you must show the size of the product, use a model or an object that will put the image in perspective. Working with models is difficult. Often the viewer's focus will be on the person, their skin, their hair and you don't want that. You want the viewer's eye to go directly to your jewelry.

The best option is still a lightbox or softbox as they are often called. They are not expensive to buy or you can choose to make one from a cardboard box. Lights do not have to be professional! Any household light will do when you use a softbox.

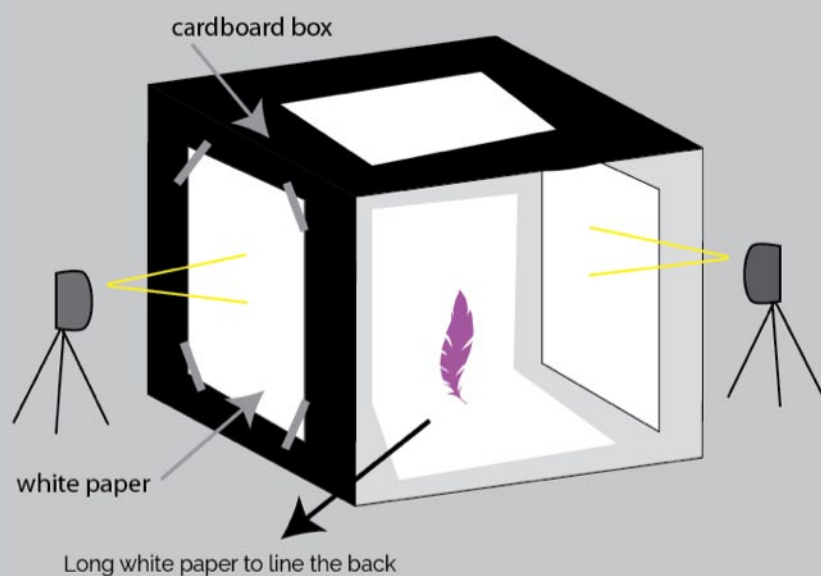


This is a lightbox for photographing small objects such as jewelry and craft items.

They are easy to find on line or in a photography store. They are usually under \$80.

OR

You can make your own lightbox out of a cardboard box and some paper!



Any cardboard box will do.

Cut windows in the top and sides of the box.

Cover the windows with thin white paper. This paper will diffuse the light coming in making it softer.

Use a long piece of thin white paper to line the back of the box. Do not crease it around the corner. This will make a seam-free background for your object.

Aim your lights into the windows and try some shots.

For more tips visit [www.passthefeather.org](http://www.passthefeather.org)

Which photo appeals to you most and why? Is it indoor lighting or natural? Is it a close-up? Is the background busy or natural? These are the questions you ask when you're setting up for a photo.



### ***YOUR BACKGROUND IS IMPORTANT***

When you're trying to sell an item on line, the only thing that a customer bases the decision on is a photo. The 'object' of your photo is what you're selling. So make it stand out and eliminate other distractions.

In the picture below, these baby moccasins are in six different settings. Which one would you use to sell on line?

I'm torn between B, E and F. Why?

They are simple, and natural, like your baby moccasins. They are crisp close up photos and have simple backgrounds and natural sunlight.

What if we were to edit photo 'F'?

All that we've done below is cropped, added a frame, blurred the image a little for ambience and added the artist's name. This photo was taken underneath a window. No lights were used. Easy!



### **EDITING YOUR PHOTO**

It can never hurt to brighten your colours, adjust the sharpness and crop exactly to where you want it to be.

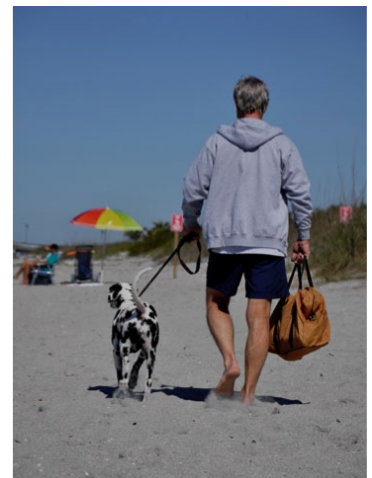
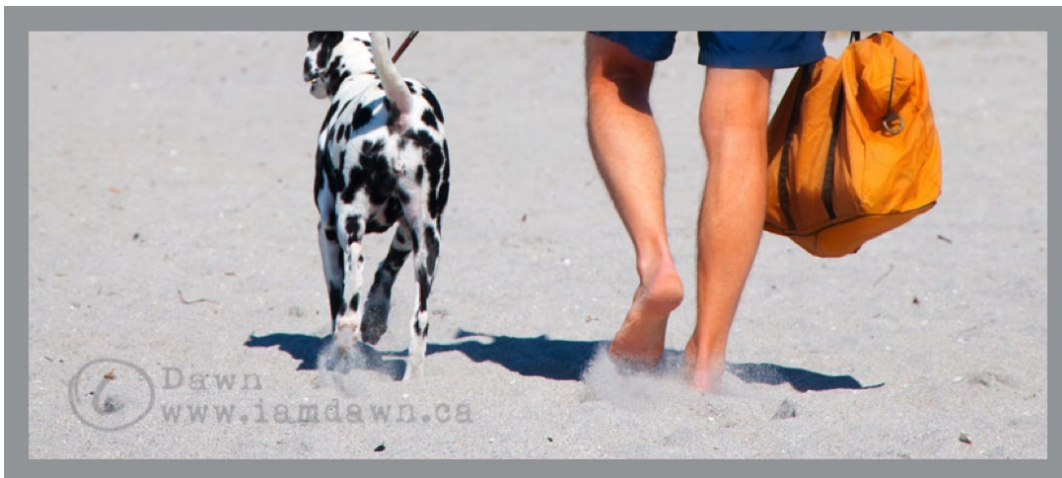
Make sure what's white IS white and what's black IS black and everything else should fall into place.

Even if you are using a cell phone to take the picture, you can edit it. You can visit our web page ([www.passthefeather.org](http://www.passthefeather.org)) to find links to free photo editing software and apps for phones and computers. These programs are very easy to use and will make all the difference in how you present your product to buyers.

The next photos are a great example of simple cropping and colour enhancing (saturation). They also show you how to focus on a subject.

When you look at the image on the right, your mind creates a story to go with the picture. If you like dogs, it's about walking the dog, if you like the beach, it will become about warmth, sun and sand.

The picture on the left has been cropped and the colour enhanced. While it still may be about walking, the viewer is forced to zoom into the feet and the bag. This is how you demand that the object you are selling gets the attention it deserves.



### **FRAMING YOUR PHOTO**

Framing your photo can really help to bring out the simplicity and colours and will create a finished look.

This is a quick photo I took of our sharing circle feathers.

The white background in natural light will make whatever your photographing stand out. In this case I just laid the feathers in the snow.

With a little editing (saturation, exposure, crop and frame) it is much better!



#### **Before & After**

This image has been cropped. I have applied a slight blur to it and have saturated the colours in the feathers slightly.

It has also been framed to make it look 'finished'.

Don't forget your copyright mark!! Very important to make it super subtle but make sure it's there! Make it darker if you want it to show up well - I just like my name to follow my work.



### **IT'S EASY TO MAKE BETTER PHOTOS AND YOU WON'T BELIEVE HOW IT WILL IMPROVE YOUR SALES.**

If you have questions, or want us to help you edit photos, please email [contact@passthefeather.org](mailto:contact@passthefeather.org). We are happy to answer simple questions and we may even edit your photo for an art or cash donation to our Classroom Art & Knowledge Exchange Program!

We are delighted to contribute to Aboriginal Women's Economic Quarterly. See the summer issue for more tips for successful on line sales or visit our website at [www.passthefeather.org](http://www.passthefeather.org).

# FROM PREPPING TO A CATERING KITCHEN MARIE-CECILE NOTTAWAY, AS SEEN ON ICN



**Marie-Cecile Nottaway**  
Owner & Chef, Wawatay Catering

ideaCONNECTOR.net

Marie-Cecile Nottaway is the Owner and Head Chef of Wawatay Catering, a self-sustaining start-up catering service that Marie-Cecile has brought to fruition from humble beginnings.



# THE SEEDS OF CHANGE SPRING FROM THE DIRT OF LIFE

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*by Angela Sladen*

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*Photo by  
Alice Beaudoin*

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*Earth teach me to forget myself as melted snow forgets its life. Earth teach me resignation as the leaves which die in the fall. Earth teach me courage as the tree which stands all alone. Earth teach me regeneration as the seed which rises in the spring.*

- William Alexander

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Everyone loves Spring – the wonderful, fresh smell of Spring as the scent of new life emerges, the lovely light shades of green that begin to appear on the ground, the flowers of fruit that pop out of branches that have remained brown and crisp for several months, and the beautiful flowers that break through the earth. All these aspects of Spring represent hope, life, and new beginnings. They are the perfect metaphor for our life.

What we don't see is the truth that lies hidden beneath the surface of spring – the truth of death. The conditions for growth, renewal, and restoration can only occur in soil that has experienced death, rot, and rest; much the same as the conditions for our restoration and regeneration can only break forth from death, disappointment, and discouragement.

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*There is no better than adversity. Every defeat, every heartbreak, every loss, contains its own seed, its own lesson on how to improve your performance the next time.*

- Malcolm X

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Consider the greatest lessons you've learned throughout your life. Can you tie them to a painful experience or time of regret in your life that you'd rather forget, or, if you had the opportunity, go back and change? One of my many personal examples is grand-parenting. I am a little more easy-going, a little more patient, take a little more time to listen, and am a little more kind. If I could

change time, I would go back and improve my own parenting. My redemption is my opportunity to be a better grandma than I was a mom.

As a Nutritionist for almost 20 years, I've met hundreds of people who are physically exhausted, unhealthy, overweight, and facing disease. They seek me out when they recognize their unhealthiness and search for knowledge to help them regain their health. Unfortunately I can't help everyone. The only people I can help are the ones that have truly reached the end of their emotional resources and who have "died" – have admitted that what they are doing now is not working, allowing it to die, and asking for help.

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*Life does not accommodate you, it shatters you. It is meant to, and it couldn't do it better. Every seed destroys its container or else there would be no fruition.*

- Florida Scott-Maxwell

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As soon as we let our old way of doing things die, we are often overcome with regret. The seed of regret, if allowed to grow, can develop into depression or regression. Instead, we must recognize and understand that the dirt of disappointment and discouragement is a good thing, as it contains the seed of potential for long-term change. Without the pain of the heat from the element we would not know we are burning ourselves. Without the emotional pain of regret and disappointment in ourselves we would not change.

The key to moving beyond regret is to be grateful for the lessons we can learn from our mistakes and from actions that were intentionally harmful to ourselves or others. Take time to examine the choices you made, the people your choices have impacted, and the results. Allow yourself to feel sad or angry at yourself. Forgive yourself. Then begin the healing process by digging deep in the dirt of disappointment to find the seeds of growth and change that will bring hope for the future.

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*Every great man, every successful man, no matter what the field of endeavor, has known the magic that lies in these words: every adversity has the seed of an equivalent or greater benefit.*

*- W. Clement Stone*

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*Photo by  
Alice Beaudoin*

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*Always seek out the seed of triumph in every adversity.*

*- Og Mandino*

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I've discovered that it is more important to know what you don't want than what you do want. We all think we know what we want until we get it, then often we discover it is not quite what we truly wanted. Discovering what we don't want, on the other hand, comes from experiencing hard, challenging, or painful events. These events leave a mark on our soul and we can say for certain that we don't want them, and begin to build a life based on what we truly want. This is called maturity and wisdom. The only way to maturity and wisdom is to allow things that are not serving us to die, evaluate what happened and why, find the seeds that will produce change and then begin nurturing that seed diligently and intentionally.

The biggest benefit of the growth and change that come out of pain and disappointment is the privilege of sharing in another's pain and disappointment. It is impossible to empathize with someone who is experiencing a pain we have not

experienced and be of any significant comfort, or offer words of wisdom. On the other hand, if we have experienced the same pain, we can be vulnerable and encouraging by sharing our story and offering words to give them hope.

The beauty of winter is its ability to create the perfect conditions for spring.

The beauty of pain is its ability to create the perfect conditions for growth.

The beauty of growth is the privilege of serving others in their pain.

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*Think twice before you speak, because your words and influence will plant the seed of either success or failure in the mind of another.*

*- Napoleon Hill*

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*It's taken me a long time to become the person I am, for all the ugliness to fall away. The rotten flesh is gone, and the seed is there. I can touch that now.*

*- Lynn Johnston*

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*Photo by  
Alice Beaudoin*

# THE POWER OF USING QUESTIONS

## LISA CHARLEYBOY, AS SEEN ON ICN



Lisa Charleyboy, Founder & Editor-in-Chief, Urban Native Magazine shares her views on "Developing and asking questions that provoke reflection and get meaningful information and initiate action."



# HOW THE SEED WAS PLANTED FOR A LIFE WITH THE CANADIAN ARMED FORCES

by Anne Duggan and Natalie Flynn



*On the first Sunday of May, HMCS UNICORN participates in a Battle of the Atlantic parade and church service. A/SLt Shin-goose has often been the Master of Ceremonies because of her excellent public speaking skills.*

**Saskatoon, Saskatchewan** — Acting Sub-Lieutenant (A/SLt) Nicole Shingoose knows the rewards, as well as the risks, of starting something new.

“It’s okay to fail; I know because I failed. My failures helped get me where I am today. I tried even harder the second time around.”

Serious homesickness, a lack of cultural understanding and some difficult courses these were tests that A/SLt Shingoose overcame as she began a new life as a Reservist in the Canadian Armed Forces (CAF). “I think that failure is proof that you are trying, and I believe that everyone should experience it because you’ll always come out a stronger, wiser person, and you learn. I think that’s part of the road of finding your true potential in yourself.”

A/SLt Shingoose stuck with her new and sometimes uncomfortable direction to become the first Aboriginal Leadership Opportunities Year (ALOY) graduate to finish a degree program with the Royal Military College (RMC) in Kingston, Ontario and then proceed to join the CAF. Before completing the ALOY program in 2008 (its initial year), A/SLt Shingoose was part of the RAVEN, a CAF Aboriginal summer program, where she received the top candidate award.

Originally from Moosomin First Nation in Saskatchewan, A/SLt Shingoose’s trade is logistics, but recently she has been working with the recruiting department of her unit, Her Majesty’s Canadian Ship (HMCS) Unicorn in Saskatoon. “A/SLt Shingoose is the new recruitment training officer in charge of creating an annual development program for our new recruits,” reported



*As a Logistics Officer, A/SLt Shingoose, third from the left, participated in a tour of a local hotel. Seeing how commercial entities run their kitchens improved her own knowledge of operating galleys (the Navy term for kitchens).*



*HMCS UNICORN has monthly sports nights where the entire ship's company get together and play a variety of sports to encourage physical activity. This particular photo shows the beginning of a dodgeball match. A/SLt Shingoose is the athlete third from the left.*

Lieutenant(Navy) Nickolaus Tien, who is the Training Officer with HMCS Unicorn.

Her strong link with her community fuelled her initial homesickness when A/SLt Shingoose headed to British Columbia and the RAVEN program in 2006. "So, that part is scary – the leaving home for the very first time – it's very loose and different. You kind of get discouraged right away, with that kind of feeling. I think that initially those were the challenges that hurt." However, it did not take her long to find a place in her new community. "Then you start to do everything and it's like 'Oh, this is a teamwork thing, I'm not alone!'" explained A/SLt Shingoose.

Augmenting the homesickness during her time with ALOY and at RMC was the lack of awareness about her culture. "There's a lack of knowledge on our culture, which was hard. There wasn't much awareness or anything like that; stereotypes; overcoming that kind of stuff, as well." As with her

other personal challenges, A/SLt Shingoose was able to make adjustments in order to succeed. "If someone was being insensitive about my culture or something like that, I would be offended at first, but I wouldn't react in that way towards them. I learned not to just lash out in anger or anything like that because people are more understanding if you talk to them," she explained.

During her ALOY year, A/SLt Shingoose learned to work efficiently, a skill which helps her currently as she manages her civilian day job as an optometrist assistant, her Reservist job and competitive volleyball. Lt(N) Tien agrees with his new recruitment training officer. "She has been doing very well at the unit. Though she is busy in her regular life, she is an active and respected participant here at the Unicorn."

Though initially there were some failed RMC courses because of the triple demand of classes, varsity volleyball and the military portion of her

responsibilities, A/SLt Shingoose says she now relishes the business of her life.

"I developed personally with the training that came with the military, like time management. I find that I use it a lot now in my day job and other places. It taught me how to be responsible, and now the way I do things is a little bit more structured. So, it is my favourite part of what I like about the military."

With a full life, a promising career, and living

close to her siblings Donlee and Nikita in Saskatoon, A/SLt Shingoose can only see positives where there were once overwhelming challenges: the result of her choice to try something new 10 years ago.

"I did a mathematics degree at RMC, which was awesome because of the small classes and I could be very interactive with my professors," she said. "I mean, it was very, very tough, though. There were many times when I wanted to give up. I really did. But it is so worth it in the end."



*As a Logistics Officer, A/SLt Shingoose, on the left, found that by touring civilian facilities, she observed ways to improve galley operations.*

# SUCCESS STORY

## RITA HALL, AS SEEN ON ICN



Rita Hall, President of Turtle Technologies Ltd. -- Rita tells us what moved her to become an entrepreneur and how she overcame obstacles along the way.



# BUILDING YOUR PORTFOLIO: THE DIVIDEND PAYCHEQUE

————— *by Carol Ann Budd* —————



*Photo by  
I am Dawn*

As spring approaches, our thoughts turn to sowing seeds that will reward us with feasts for our eyes and for our plates.

Investing can be compared to planting seeds. We place money which represents our labour, into the hands of another party, expecting to be rewarded financially. In the case of investing in stocks, the other party is a corporation.

Dividends from a corporation can be compared to fruit or flowers that spring forth from the seeds we have planted.

A dividend is a quarterly or an annual payout made by a company to its shareholders.

Dividend stocks can be an attractive investment due to attributes such as dividend income, capital growth and preferential tax treatment.

The dividend tax credit provides investors with a certain level of relief in terms of the tax that must be paid annually on their non-registered dividend income stream.

Over the last few years, bond yields have been hovering at extremely low levels, with the likelihood of rising interest rates being an ever present threat to bond prices. Dividend-paying stocks and mutual funds that invest primarily in dividend-paying equities, on the other hand, are somewhat immune from those particular challenges.

Dividend income, capital growth, and preferential tax treatment are just a few of the key attributes that make dividend stocks such an attractive investment option that can be used to achieve financial goals.

### ***DIVIDEND INCOME***

A dividend is a quarterly or an annual payout made by a company to its shareholders. Dividends are typically paid out by large, mature companies such as the major Canadian banks. Companies that commit themselves to issuing regular dividends usually have good cash flows, strong balance sheets and often don't need all their cash to fund growth. Therefore, instead of reinvesting all of their profits in the corporation, they pay a portion directly to shareholders. By investing in

companies that have the means to pay consistent dividend yields, you essentially receive a regular paycheck from your investment.

### ***CAPITAL GROWTH***

Dividends are a very important part of your overall investment rate of return because they contribute to capital growth even if share prices remain flat. For instance, during the last 25 years ending August 31, 2014, the S&P/TSX Composite Index provided an average total return of 8.2% per year. Of that total, dividends accounted for 2.6% and capital gains 5.6%. In other words, dividends have been responsible for almost a third of the total return generated by the Canadian index.

### ***DOWNSIDE PROTECTION***

During periods of economic uncertainty, dividend-paying stocks have proven to be less volatile than stocks that are less inclined to distribute dividends. This was certainly evident in 2008 during one of the worst market environments ever, where the S&P 500 U.S. dollar declined by 43.3% during the one-year period (ending February 28, 2009), while the S&P 500 Dividend Aristocrats Index U.S. dollar (which is a collection of U.S. dividend-paying companies) was down 34.9%. Though it is never comforting to see an index drop that far, it does highlight the protection afforded by the dividend-oriented index.

One of the primary reasons dividend-paying stocks tend to outperform their non dividend paying counterparts during periods of uncertainty is that the quality of earnings is higher on average. When companies continue to pay a dividend during times of economic uncertainty, it is a reliable sign of corporate stability. Investors are more comfortable holding the aforementioned stocks during uncertain times because they recognize their value.

Blue chip companies with long records of paying dividends are also the type of stocks that investors eventually flock to during a stock market crisis. As share prices fall, dividend yields get higher (yield equals cash dividend divided by the share price). Imagine if a \$20 stock paid a \$1 annual cash divi-

dend. That's a 5% yield, which you would compare to other available options such as money market instruments, bonds, etc. If the stock fell to \$10 per share, the yield would suddenly be 10%. The stock would become more attractive and investors would be lured by the relatively higher returns they could potentially earn.

### **TAX BENEFITS**

Many Canadian investors appreciate the tax advantages that Canadian dividends provide. Thanks to the dividend tax credit, investors are afforded a certain level of relief in terms of the tax that must be paid annually on their non-registered dividend income stream. That's why it's important to compare investments on an after-tax basis. Some investors may appreciate the guaranteed yield of

GICs, but that yield may be much lower than the yield received through dividend stocks, especially on an after-tax basis.

### **WHO SHOULD INVEST IN DIVIDEND STOCKS?**

If your investment objectives are geared towards maximizing capital growth, then a dividend-oriented focus may not be in your best interests. If, on the other hand, you are retired or approaching retirement and require a reliable income stream to sustain your lifestyle, then investing in dividend stocks should be given some thought. Dividend stocks may also be ideal for risk-averse equity investors seeking to avoid the higher levels of volatility that growth-oriented investments are sometimes more susceptible to.



*Photo by  
I am Dawn*



Photo from  
Pixabay.com

*"Do you know the only thing that gives me pleasure? It's to see my dividends coming in."*

*- John D. Rockefeller*

Investors should strive to experience a wider range of pleasures than those attributed to the founder of the Rockefeller fortune. But they should also consider that in order to enjoy those pleasures they need to adopt a sound investment plan. Given the many performance attributes that have been discussed in this article, it would appear that an investment plan incorporating dividend-oriented investments is a very reliable strategy.

#### **WHERE MUTUAL FUNDS FIT IN**

Dividend investing is a great way to build wealth, but it's not foolproof. Mistakes can be made along the way and reaching for yield is probably the

most common. It's so easy to be enticed by a particular stock's exceptionally high yield that investors may fail to consider other factors, such as the company's financial health, the sustainability of the dividend or the outlook for revenue and earnings growth. You also want to avoid concentration risk, which occurs when your investment portfolio is not properly diversified. Continuing with our gardening analogy, it would be like planting only one flower or vegetable in your garden year after year.

Dividend-oriented mutual funds are typically designed to overcome those particular issues. They provide access to a team of investment profession-

als who are skilled at identifying which dividend stocks to invest in. They'll look for high quality businesses that have a sustainable dividend yield and a yield that is expected to grow over time. Most dividend- oriented mutual funds also avoid concentration risk and, instead, offer instant diversification due to the number of dividend stocks they typically invest in. This can be compared to having a kaleidoscope of well balanced and suited flowers in your garden.

Dividend funds should also be combined with other types of mutual funds in order to enhance investment returns while attempting to further reduce investment risk.

### **THE ROLE OF A FINANCIAL ADVISOR**

Still, not all dividend funds are created equal. There are many different types of dividend-focused mutual funds to choose from within the Canadian mutual fund industry. This is just one of the many areas where a financial advisor plays a critical role. Depending on your investment objective, an investment or financial advisor can recommend different types of dividend-oriented mutual funds that are best suited to meet your financial goals. Perhaps one that is focused solely in Canada or one that has a wider focus such as foreign dividend stocks from around the world. Your portfolio can be simple or exotic, just like your garden.

### **SUMMARY**

While dividend-paying stocks have many advantages over their non dividend-paying counterparts, they are not without challenges to investors. Some of those challenges can be overcome by investing in dividend-oriented mutual funds as an alternative. An advisor can help to ensure your portfolio is well diversified and will continue to meet your financial goals and objectives for years to come.

An advisor is like a landscaper or horticulturist, an expert who provides the skills and knowledge to design your garden and ensure it flourishes.



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*Photo by  
Alice Beaudoin*

# CONTRIBUTORS

## ***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.

## ***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.

## ***I AM DAWN, HAUDENOSAUNEE (MOHAWK)***



I am an independent, community-based aboriginal artist and I work mainly with materials and subject matter that reflects First Nations culture. In the past, my work has visited both analog and digital photography, detailed feather-work and papermaking from sacred plant fibres (corn, tobacco and found bast fibres). This work explores the strength of a culture and fragility of nature. The past year has led me away from producing my own art and towards a path of promoting fellow Indigenous artists. I am working with dozens of artists to improve on line presence and enhance their profitability via workshop employment, web and graphic design, photo editing and marketing.

## ANNE DUGGAN & NATALIE FLYNN



Anne Duggan (B.A. and B.A.A. (Journalism)) and Natalie Flynn (B.S., M. Communications) work for the Directorate of Army Public Affairs at the Canadian Army Headquarters in Ottawa, Ontario. Anne is a Communications Officer with the Directorate of Army Public Affairs. 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.



## PASS THE FEATHER



In the name of reconciliation and cultural equality, Aboriginal Arts Collective of Canada protects endangered Aboriginal art forms and their makers, employs logistically and economically vulnerable artists and empowers the next generation of artistic leaders. Our MISSION is to establish a direct connection from First Nations, Métis and Inuit artists to venues; disabling logistics and finances as barriers. We connect and re-connect Aboriginal Peoples to endangered traditional and contemporary art forms. Through fundraising efforts, the project preserves Aboriginal art and empowers artists through employment, art supply provisions, classroom art sharing programs, publicity, marketing and exhibition venues. Find out how you can work for and be a member of Pass The Feather and the Aboriginal Arts Collective of Canada. All are welcome.



## 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.

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**ACHIEVING economic**  
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