



**FREE
Take One**

Waubetek Business Development Corporation
“A Community Futures Development Corporation”

WAUBETEK NEWS

Spring 2018



Featured Businesses this Issue

**WHEN was the LAST TIME you did
SOMETHING for the FIRST TIME?**



**Mukwa
Adventures**

INSIDE THIS ISSUE:

- Mukwa Adventures pg. 2
- Tranquility Spa Salon pg. 3
- A Message from the Prime Minister pg. 4
- Save the Date – Waubetek Charity Golf
- Waubetek Business Awards Gala pg. 5
- Manitoulin Physio Centre pg. 6
- RF Kiln Tech Limited pg. 7
- 2018 Student Bursary recipients..... pg. 7
- News Briefs pg. 8
- Aboriginal Aquaculture Initiative pg. 9
- Business Development Officer service area pg. 9
- Regional Initiatives Update pg. 10
- Aboriginal Economic Development Fund Projects . pg. 11
- The Difference Between Social Enterprise and a
Traditional For-Profit Business..... pg. 11
- Touched by the Entrepreneurial Spirit pg. 12
- Business Tips – Getting Business Financing pg. 12

**TREAT YOUR BODY
RELAX YOUR MIND**

Tranquility
spa salon

KEEPING YOU MOVING

**MANITOULIN
PHYSIO
C·E·N·T·R·E**

**State-of- the-art wood
drying technology**



Subscribe to the
Waubetek E-news at:
waubetek.com



Giving Weekends and Holidays a Reason

By: Debbie Mishibinijima

Do you ever wake up in the morning, excited for what adventure awaits, knowing that the job you do is what you love? Well, Sagamok Anishnawbek member, Arthur Trudeau, does.

Arthur gets to enjoy the mighty outdoors, guiding clients around on All-Terrain vehicles. There is a new adventure with each booking.

Arthur and his wife, Amanda, work as a team owning and operating Mukwa Adventures. Arthur said, "First and foremost, why I am doing this...this is for my family. I want to support them. This business here makes me happy, and in turn, makes them happy."

Amanda is one woman who truly stands by her man and supports his dreams. Arthur pays her tremendous respect and expresses his gratitude. Trudeau said, "My wife, her support, not only in this business, but in my life, is absolutely crucial to me being who I am today. She has been supportive of me since the day we met. Without her, I don't know where I would be today."

Even when Arthur looks back to the day that the business officially launched, he watched in admiration as his wife cut the ribbon. He reflected, "All of that hard work, from the idea to this point [the ribbon cutting], this is official.... we are ready to go. That was one of my proudest moments."

Family support is critical for most entrepreneurs: this family business receives tremendous assistance from the Trudeau's five children, ranging in age from four to sixteen years old as well as Arthur's parents Delores and Harvey Trudeau.

Mukwa Adventures has evolved tremendously and some new features have been planned since its inception. Canoes and kayaks have been added to the fleet. A delicious barbeque of quality foods is offered during the tours. Soon, there will be a portable glamping resort with all the comforts of home, but in the serene settings of a lakeside location accessible by ATV. Arthur passes on his cultural teachings to youth and staff of corporations while on the land.

Arthur has some wise words for other entrepreneurs. He recommends that one does not give up through the roadblocks and sharp curves of life. "If you fail, use that failure as a tool, don't use it as a roadblock. Learn from it and continue on," Trudeau said.

Other keys to success include, listening to the professionals, other successful business owners, as well as business owners who have failed because that information is a tool as well.

He markets Mukwa Adventures through social media platforms, vehicle wrap around signage, and his ATV tow vehicle is a billboard on wheels. Arthur stresses the need to use all available marketing tools and go out and make contact with people.

As tourism season approaches, some priorities for Arthur are increasing the fleet of side-by-sides for younger passengers, opening a service garage within the Sagamok industrial park, and creating the glamping ATV tour.

Arthur says, "I believe my traditions are getting me to where I want to be. With any luck, and with a lot of hard work, I want to see Mukwa Adventures as the largest outdoor adventure company there is."

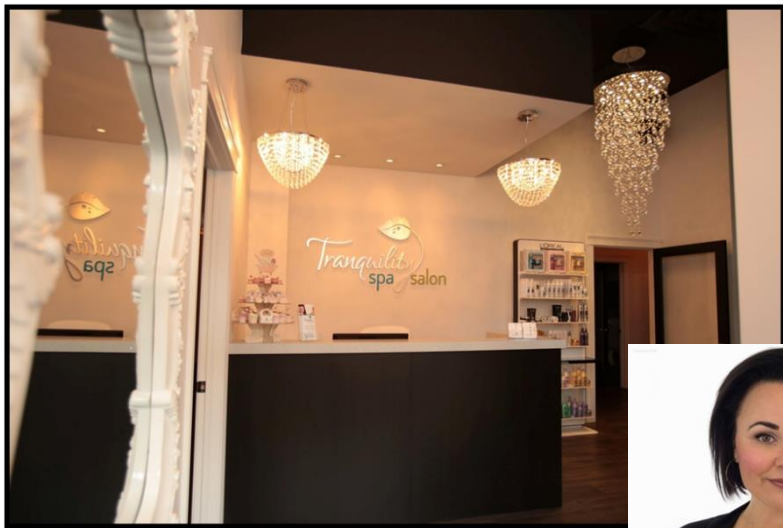
On a last note, Trudeau's favourite meme for success is – Look to the future, without losing your past.

To contact Arthur and Amanda Trudeau of Mukwa Adventures, call: (705) 862-1150. Email: info@mukwa.ca Visit mukwa.ca.



An Oasis of Beauty

Treat your body. Relax your mind.



By: Debbie Mishibinjima

It makes for a beautiful life when you can combine creating your own business with your passion.

For Brigitte McLean, a Metis from North Bay, she always knew that her passion was in aesthetics and that she was born to be an entrepreneur.

Brigitte owns and operates Tranquility Spa Salon located in the hub of downtown North Bay. There is a full range of services including manicures, pedicures, a hair salon, and full spa treatments.

Having been in the aesthetics industry for 20 years, including a home-based business for nearly ten years, and being a full-time aesthetics instructor, Brigitte took the leap of faith to launch her business in 2013, starting with two staff.

Her business growth has been incredible. By 2015, she had five staff. Presently, she has eighteen and Tranquility Spa Salon has outgrown its initial 2,300 square foot location.

The female staff at Tranquility Spa Salon are able to make a nice living for their families. “The proudest thing I am able to say is that my girls can provide for themselves and their families,” said Brigitte.

As the business expansion moved forward, Brigitte sought the opinions of her staff. “I like to have a team. I have to stay connected to my staff and make them know that their voice matters. I like people to be happy here and have a sense of pride, and the clients see that connection.”

She cautions that there are no set hours when you own a business. “You may find yourself working at midnight. You are always on call. You will always put in your time and effort; but if you have love and passion for what you do, you don’t mind.”

For other like-minded entrepreneurs, Brigitte recommends that you do your research, do what you need to do, then do your best with what you have. “Do not give into fear, as it can talk us out of anything. Going into business is scary. You know what you can do,” Brigitte said.

Family support is everything to Brigitte. She wants to share her love and passion with those she loves the most. “You need that strong support system outside of work. They have been very encouraging. At times, when you doubt yourself, they are like ‘no, you can do this!’” Her husband will often guide her by asking open-ended and thought-provoking questions.

There were those nay-sayers who felt Brigitte would not be able to make a living from her passion. “I am like, ‘watch me now. I will show you’.”

For now, Brigitte is busy with her expansion, including; researching new services to offer, going over floor plans and décor. “I own the building, instead of leasing. How far can I bring it and roll with the punches? I just know that I love what I do. I cannot imagine doing anything different.”

To contact: Tranquility Spa Salon, call (705) 478-8772 or visit the website: tranquilityspanorthbay.com



WAUBETEK

BUSINESS DEVELOPMENT CORPORATION

ENTREPRENEURSHIP WORKSHOP SERIES

FOR ASPIRING AND EXISTING INDIGENOUS ENTREPRENEURS

Marketing Your Business	Monday, May 14 - 10am to 3pm Manitoulin Hotel and Conference Centre, Little Current Tuesday, May 15 - 10am to 3pm Clarion Hotel, Sudbury
Financial Management For Your Business	Monday, June 18 - 10am to 3pm Algoma University, Sault Ste. Marie Tuesday, June 19 - 10am to 3pm Clarion Hotel, Sudbury
Building a Competitive Edge For Your Business	Thursday, September 13 - 10am to 3pm Canadore College, North Bay Friday, September 14 from 10am to 3pm Clarion Hotel, Sudbury
How to Identify Business Opportunities	Thursday, October 11 - 10am to 3pm Canadore College Campus, Parry Sound Friday, October 12 - 10am to 3pm Clarion Hotel, Sudbury



FREE TO ATTEND. REGISTRATION FORMS AVAILABLE AT WWW.WAUBETEK.COM
 Send completed forms to: Irene Altiman, Email: ialtiman@waubetek.com Fax: (705)285-4584

Brought to you by the Regional Economic Development Initiatives Program at Waubetek. Proudly supported by:



Received from the Prime Minister's office: A message to the businesses and recipients



PRIME MINISTER · PREMIER MINISTRE

2017 Waubetek Business Awards Gala

It is with great pleasure that I extend my greetings to you for the 2017 Waubetek Business Awards Gala, hosted by the Waubetek Business Development Corporation.

Since its establishment, Waubetek has dedicated their efforts to deliver business financing and economic development services to First Nations and Aboriginal entrepreneurs in North-Eastern Ontario. Organizations like Waubetek are necessary to ensure that our economic relationship is forged on a stable, strong, and mutually beneficial foundation.

Tonight's Gala will recognize the accomplishments of Aboriginal businesses and the challenges they have overcome. The entrepreneurs being awarded have worked incredibly hard to provide Canadians with quality goods and services while also creating job opportunities that will continue to strengthen their communities.

Thank you to the organizers of this amazing event and congratulations to all winners!

Please accept my warmest welcome and best wishes for a memorable event!

Ottawa
2017



Waubetek Board of Directors: Secretary/Treasurer Gerald McGregor, Directors: Lyndsay Brisard, Jessie Debassige, Kevin Mossip, Vice Chair Thomas Lambert, and Director Leonard Genereux



Waubetek General Manager Dawn Madahbee Leach, Youth Entrepreneur of the Year Award recipient Natalie Dusome and Business Development Officer Jason Peltier



Waubetek General Manager Dawn Madahbee Leach, North Simcoe Community Futures Development Corporation: General Manager Chris McLaughlin, Loan Officer Sylvia Bumstead, Community Development Coordinator Lois Irvine and; Waubetek Business Development Officer Jason Peltier.

Waubetek Business Awards Gala



Business Merit Award: Robert York, CNC Metalworks, Rama First Nation



New Business of the Year Award:
Leslie Moreau, Goulais River Smile Clinic, Metis Nation



Business Achievement Award: Rodney Corbiere, Corbiere Enterprises,
M'Chigeeng First Nation



Co-Master of Ceremonies:
Greg Sutherland & Mariette McGregor-Sutherland



Youth Entrepreneur of the Year Award:
Natalie Dusome, Poppy & Peonies, Metis Nation



Guest Performance by: Lisa Marie Naponse



Guest Performance by:
Bryden Kiwenzie (supported by his mother June Taylor)



Guest Performance by:
Elijah & The Back Burners



Host Drum Group for the Awards: Genaabaajing Singers



Serenity by the Water and Healing Hands

By: Debbie Mishibinijima

Sometimes, in life, a person will cross our path whom inspires us to be the best that we can be.

Some years ago, Derek Debassige was encouraged by his colleagues at the North Shore Tribal Council to become a physiotherapist in order that the organization could better serve its Elder clients. He followed through, and turned that challenge and dream into reality. Derek received a Bachelor of Kinesiology from McMaster University in 1998 and Bachelor of Health Sciences – Physiotherapy from McMaster University in 2000. He also earned a Graduate Certificate on Orthopedic Manual Therapy from Curtin University in Perth, Australia in 2008. He is a Graduate of the McMaster Contemporary Medical Acupuncture Program and an Assisted Devices Program Authorizer for Mobile Devices. He is also an active member of the Ontario Physiotherapy Association and the Canadian Physiotherapy Association.

Following graduation, Derek continued to work at the North Shore Tribal Council for some time, but he always felt drawn to the water at his home community of M'Chigeeng on Manitoulin Island. "Together with the help of my wife, we said let's try to make a run at this from a private clinic perspective," said Derek.

Manitoulin Physio Centre opened 10 years ago, and has since been a successful business serving the people Island wide. Services include: physiotherapy, massage therapy, and occupational therapy.



The business has been doing well on account of Derek loving the work that he does. "You will never have a more challenging boss than yourself, and you have to be prepared to make a commitment for a long time," he said.

Adaptability is a key component to being a business owner. Derek feels that Anishinaabe people have always been able to adapt to changing environments. This characteristic is key to being a business owner.

With a typical working day being Monday to Friday from 8 to 6, Derek treasures his family time with two young children waiting for him at home. He likes to ensure that the children get to see him and his wife as much as possible.

This year, the business is going through a major business expansion. There is a new clinic site being built, which means ensuring that construction proceeds as planned, and is hiring new staff.

"My mind doesn't really shut off. I think that is the way I am wired. I think it helps in the realm of entrepreneurship," said Derek.

Because Derek works in the health service industry, his methods of marketing differ from other businesses. He relies heavily on 'word of mouth' marketing, and it starts with every client and patient that comes through the doors at Manitoulin Physio Centre. "Understand where your market is coming from and approach it with humility, respect and truth; using those 7 grandfathers in business. It is the most powerful element and people will market for you if you are marketing in a good way," Derek said.

Derek ensures that each client receives a good assessment, a listening ear, and healing hands. All the staff at the clinic know the importance of their relationships with their clients.

Strong community bonds are also important to Derek. He looks forward to continuing with the projects in which he is involved in other communities. He strives to ensure that the school health initiative succeeds and likes to have a recognizable presence within the community.

Coming full circle, Derek enjoys working with the people, and advocating for their health; while keeping his strong family connections.

At the end of the day, Derek derives his strength from the connection to the water surrounding his home community to maintain his balance so he can do his work to help improve the lives of others.

To contact Manitoulin Physio Centre, call (705) 377-6244 or visit the website at: manitoulinphysio.ca





Aim High

R.F. Kiln Tech is a company in Midland, Ontario that uses and manufactures wood drying kilns that use vacuum and radio frequency technology to extract excess moisture from wood prior to its being turned into consumer products. R.F. Technology is the latest of several companies started by Mark Hamelin following his philosophy of being innovative, environmentally responsible, and in a constant state of improvement. He and his brother, Peter, started Aqua Timber some years ago to provide consumers with an environmentally-friendly supply of water-reclaimed, old growth lumber. This meant that manufactured wood products could be put on the market without causing the surface damage to forests and forest land that comes with traditional cutting and harvesting.

But every solution is accompanied by its own set of problems so the matter remained of how to dry this water-reclaimed wood so it could be turned into a marketable product. "We needed equipment that could dry this wood and there was nothing out there. We decided to look into radio frequency technology, and it proved practical to dry the 'hard to dry' wood," said Hamelin. The radio frequency drying process (think microwave oven) heats wood from the inside out which causes the core of the wood to dry first. This controlled drying from the inside out allows the surface of the wood to remain pliable until the end of the drying cycle thus significantly reducing waste due to checking and cracking. It wasn't until Mark and his team were comfortable with the design and performance of their RF equipment that they introduced it to the open market. According to Mark, "Our kilns are unique and on the leading edge of international wood-drying technology." Besides their technology, RF kilns are versatile, being scalable in construction to meet particular clients' needs and handle expensive hardwoods and heavy stock.

Mark's philosophy of building environmental responsibility into his technology has led into an application much larger than just producing a product for construction and furniture. He read in a paper that Penn State University, which has a top-ranked global research program, was researching means of treating wood to prevent the spread of invasive insect species. "We contacted them when we saw that they were looking to kill bugs in wood." Mark



showed them that what RF Kilns could do. University staff then went to Sault Ste. Marie, Michigan for several months to test one of Mark's kilns. In the end, a 1,200-board-foot RF kiln was installed in Penn State's wood science department. It will be used to help set commercial parameters for effective heat treatment against invasive forest pests like the Emerald ash borer and Asian long-horned pine beetle. On the RF Kiln Tech website, Mark states, "This is a turning point in the fight against alien species that are invading North America through wood packaging."

Nothing comes without effort and, in order for RF Kiln Tech to reach its present state, Mark and his family had to make some sacrifices. Mark says, "Be prepared to sacrifice time from family and friends. It is a sacrifice for everybody, not just the person running the business." "If you don't have a family that understands what you are doing and actually works with you on that, it would be very difficult." His wife, Donna is very supportive and deeply involved with the company, ensuring that work is on track, and with communication and administration.

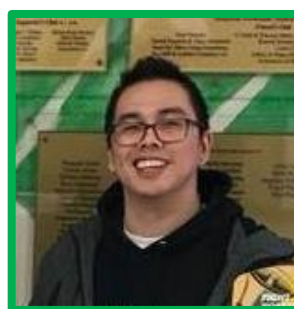
Of his vision, Mark says, "I want to be the company that revolutionizes the way things are done. We have some technology that can do a lot of things."

Contact Mark Hamelin at RF Kiln Tech Limited. Phone No. 705 526-6912, email: mark@aquatimber.com or visit www.rfkilntech.com

Congratulations to the 2018 Waubetek Student Bursary Recipients



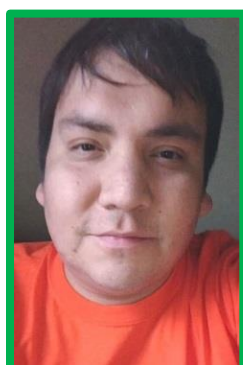
**Martha Wabegijig
Wiikwemkoong**
(Wikwemikong Unceded Indian Reserve)
Honours Bachelor of Commerce (Management)



**Quinn Meawasige
Genaabaajing**
(Serpent River First Nation)
Community Economic and Social Development



Ruby Panamick
M'Chigeeng First Nation
Business Administration



**Andrew (Andy) Manitowabi
Wiikwemkoong**
(Wikwemikong Unceded Indian Reserve)
Business Administration



Zonya Jacobs
Mississauga First Nation
B. Admin-Accelerated Accounting

WAUBETEK NEWS BRIEFS

Aboriginal Business Financing Program

Waubetek recently learned that two Aboriginal Financial Institutions are seeking to take over the delivery of the Aboriginal Business Financing Program which Waubetek has been successfully delivering to benefit Aboriginal businesses for the past twenty-four years. This program is the conditional contribution provided to business clients who qualify for capital, marketing or business support assistance. Waubetek has invested more than \$40 million in 1,708 Aboriginal business projects through this program since 1994. We have submitted our business case for continued delivery and have received tremendous support from our clients, First Nation leaders, the Grand Council Chief of the Anishinabek Nation and the Ontario Regional Vice-Chief.

Input into the NAFTA Negotiations on the Indigenous Chapter

Since the Waubetek General Manager's presentation last September to the House of Commons International Trade Committee who are guiding Canada's negotiators for an updated North America Free Trade Agreement (NAFTA), she has been participating in a series of conference calls to provide ongoing input into the development of "Chapter X – Trade and Indigenous Peoples". The committee working on this Chapter have been ensuring ongoing engagement with a group of Indigenous leaders from across Canada. While it is very uncertain as to what will happen with the NAFTA negotiations, it is felt that many government and industry technicians are learning more about Indigenous people and trade. One of the positive steps forward is that this committee is now involved in Pacific Alliance Free Trade Agreement (PAFTA) discussions and we have an Indigenous individual appointed to the negotiating and tribunal team, Mr. Wayne Garnons-Williams who heads up the International Inter-Tribal Trade and Investment Organization.

OECD Project

Waubetek's General Manager has taken on a primary role to assist with the development of an international study that looks at leading practices to ensure meaningful and respected Indigenous input into regional development. Often, regional development does not take into consideration the views of Indigenous people and these developments often impact negatively on the traditional territories of Indigenous people throughout the world. The *Organisation for Economic Cooperation and Development (OECD)*, who is leading this study, is a recognized international organization used to help shape government policies based on solid research and data. Canada, along with other seven other participating countries, will each be putting forth several

case studies. Dawn Madahbee Leach has been invited to be a peer reviewer of the studies that are submitted for this project which will be completed in 2019. Specific projects in Canada have now been identified to be part of this review (Atlantic, Quebec, Ontario and Northern Canada). As the member of the National Indigenous Economic Development Board, Dawn Madahbee Leach has been asked to be the project lead and formal contact in inviting the First Nations and regions to be involved. To date, three of the five Canadian case studies are now underway with the other two scheduled to begin soon.

Claims Process Review

Waubetek hired Laura Freeman, C.A., to undertake a review of how funds are disbursed to our clients and to streamline the process without affecting the basic accountability principles of ensuring approved funds are paid towards approved eligible expenses. Waubetek is seeking to make the process easier for clients to understand and submit timely claims. Ms. Freeman is also looking at ways to incorporate technology into our claims. A report with recommendations and a revised claims process flow chart from Laura will be provided to Waubetek no later than mid-April.


Funding Announcements

Waubetek has received word that we will be receiving funds to support four key services: 1) Youth Job Connects Summer for twenty-three 15 to 18 year olds as well as funds for six young adults 19 to 29 years of age. This fund provides training and wage subsidies; 2) Indigenous Economic Development Fund which provides additional funds for business loans, conditional contributions and for community economic grants; and 3) for our Aquaculture initiative which provides funds to have an Aquaculture Development Officer on board to assist First Nations and Indigenous entrepreneurs who wish to establish businesses in this sector 4) Regional Mining Strategy to increase engagement between Indigenous peoples and the mineral development sector.



Fisheries and Oceans
Canada

Pêches et Océans
Canada



WAUBETEK
BUSINESS DEVELOPMENT CORPORATION

SAVE the DATE

Waubetek Business Development Corporation
17th Annual Charity Golf Classic

Rainbow Ridge Golf Course • Manitowaning, Ontario
 26B Clover Valley Rd • Manitowaning, ON P0P 2J0

Friday, August 17, 2018
 8:30 AM Registration • 10:00 AM Shotgun start
 More information to follow

Waubetek Business Development Corporation • 6 Rainbow Valley Road, Box 209, Birch Island, Ontario P0P 1A0
 Telephone: 705-285-4275 • Facsimile: 705-285-4584
 Ryan Corbiere (Golf Coordinator) • E-mail: rcorbiere@waubetek.com



Ontario

Northern Ontario Heritage
Fund Corporation
Société de gestion du Fonds
du patrimoine du Nord
de l'Ontario





Aquaculture in Central Canada is about to make a BIG splash

Aquaculture has continued to be a very popular topic of discussion throughout Indigenous Communities as a potential industry to become involved in. Aquaculture has the ability to create new jobs and employment, increase skill development, become an economic driver and increase wealth and prosperity. It has also helped strengthen historic connections to the aquatic environment and resources which in turn translates into increased responsibility of environmental stewardship.

The response by First Nations in Ontario and Manitoba towards Aquaculture has been extremely encouraging. In total, 7 full day aquaculture workshops were held and an additional 6 half day workshops were hosted during the 2017-2018 fiscal year. All workshops were well attended by Indigenous Communities and entrepreneurs showing great participation and involvement. Our introductory workshop “Getting started in Aquaculture” is designed to provide a solid foundation to allow for further dialog surrounding aquaculture in the hopes of creating enough interest towards the industry as a potential option going forward for Indigenous communities and entrepreneurs. Speciality workshops can also be created and adopted based on communities needs and requests.

It is our belief and it is shared by many that the aquaculture industry in Central Canada is poised for growth and this growth will be lead by Indigenous Communities and entrepreneurs. We also believe that by having Indigenous people involved, we can better ensure that the business moves forward in an environmental sustainable way that

protects water resources and fisheries. Awareness towards aquaculture has continued to grow. Along with the awareness, the available resources, access to some of the best sites in Central Canada and territorial rights all line up for a perfect recipe for growth in this sector. With the available resources and knowledge, technology, funding and programs available the aquaculture industry should be vetted and considered equal with any other industry being sought after as a new venture for a community to see if it can be the right fit.

Aquaculture can provide solutions for the commercial market by targeting the culture of a marketable finfish to end up in grocery stores locally, across North America or even globally. Food security concerns can be addressed for communities through open net pen or land-based facilities which could also include the option of aquaponics. Rehabilitation of targeted species which can reduce pressures off the wild stock can help with population recovery and increased activity within the sport and commercial fishing sector. It does not matter what your objective is, sustainable aquaculture has the potential to be very impactful and cater to your needs you want addressed.

For more information about aquaculture workshops, the program, aquaculture related resources or the aquaculture services we provide through Waubetek please feel free to contact Nicholas Huber at nhuber@waubetek.com.



Indigenous and Northern Affairs Canada



Fisheries and Oceans Canada

Pêches et Océans Canada

BUSINESS DEVELOPMENT OFFICER (BDO) SERVICE AREA

CATHERINE DEBASSIGE cdebassige@waubetek.com	JASON PELTIER jpeltier@waubetek.com	WAUBETEK OFFICE	ALEX WEEKS aweeks@waubetek.com
North Shore, Sudbury, Temagami, North Bay	Manitoulin and Hwy 69 Corridor	South East Ontario	South West Ontario And the GTA
Sagamok Anishnawbek	Aundeck Omni Kaning	Alderville	Six Nations
Serpent River	M'Chigeeng	Hiawatha	New Credit
Mississauga	Sheshegwaning	Peterborough	Munsee Delaware
Thessalon	Zhibaahaasing	Curve Lake	Oneida
Batchewana	Wikwemikong	Scugog Island	Chippewas of the Thames
Garden River	Sheguiandah	Tyendinaga	Delaware Nation of Moraviantown
Sault Ste. Marie	Whitefish River	Kingston	Caldwell
Atikameksheng Anishnawbek	Henvey Inlet	Golden Lake	Walpole Island
Sudbury	Magnetawan	Ottawa	Aamjiwnaang
Wahnapitae	Killarney		Kettle & Stony Point
Dokis	Shawanaga		Chippewas of Nawash
Nipissing	Wasauksing		Saugeen
North Bay	Wahta and Moose Deer Point areas		Greater Toronto Area
Mattawa	Orillia/Barrie		London
Temagami	Midland		
	Beausoleil		
	Georgina Island		

REGIONAL INITIATIVES PROGRAM 2017

Waubetek is pleased to announce that the Regional Initiatives Program, that has been delivered for over 14 years, will continue for another 3 years thanks to funding received by FedNor. The Regional Initiatives Program complements the work of the First Nations Economic Development Officers and develops and implements strategies in various economic sectors. The program also delivers workshops to aspiring and existing entrepreneurs as well as supporting youth initiatives.

Mining

The Regional Initiatives Coordinator focused on applying for funding for the implementation of the Aboriginal Mining Strategy for North East Ontario and we are pleased to report that funding has been received from FedNor and NOHFC. A job posting was issued for the position of Mining Strategy Implementation Coordinator and we hope to have someone on board very soon.

The Centre of Excellence for Indigenous Minerals Development (the Centre) is an initiative of the Mining Strategy and Waubetek has been working on securing government and industry support to fund this very exciting initiative. The Centre will be a resource assessable to Indigenous businesses, First Nations engaged in mining activities, as well as government and the mining industry. The Centre will help serve as a medium for research and case study development relating to Indigenous and Industry partnerships and be a clearinghouse for information, contact referrals, along with tools, templates, training, leading practices, and resources surrounding Indigenous participation in the Mining Industry. Once funding is secured, the priorities will be to establish the board, hire a director and begin populating the database.

Work has also been underway to establish the Association for Indigenous Mining Suppliers (AIMS), another initiative from the mining strategy. AIMS will help both Indigenous Businesses and Mining Companies by: informing Indigenous businesses on leading practices in terms of service, safety, operational management, contracting, preparing bids and other such business skills through training, templates, and information sessions; facilitating access to a directory of Indigenous businesses; providing industry access to a network of Indigenous mining suppliers from which to seek partnerships, services, supplies and sub-contractors; and providing information to Indigenous businesses on procurement opportunities, policies and procedures specific to the mining industry. The incorporation documents are being completed and the inaugural board has been established. The Board consists of the following individuals: Dawn Madahbee Leach, Waubetek; Robert York, MetalworksCNC; Ross Assinewe, Sagamok Lands and Resources; Jenn Taback, Design dePlume; and Randall Becker, Nimkie Mining Services.

Business Workshops

Waubetek supported the Bridges to Better Business Conference hosted by one of our partners, the Sudbury Regional Business Centre, by sending several Indigenous participants. Waubetek held a contest on our newly launched business Facebook page where people were asked to like, share or follow our page. From those that participated we put their names in to a draw and selected 5 people to attend the conference. Those that attended were appreciative of the opportunity to network and to add to their business toolkits.

Waubetek is currently accepting registrations for the business workshop series. The topics for this years' workshops are Marketing Your Business, Taxation/Financial Literacy, Building a Competitive Edge, and How to Identify Business Opportunities. Workshops will be geared to both aspiring and existing entrepreneurs with concurrent workshops, a keynote speaker and a guest entrepreneurial panel. We have reached out to our partners, the Sudbury Regional Business Centre, Nipissing Parry Sound Business Centre and the Nordik Institute to help plan and deliver these workshops. (see poster on page 3 for more information).

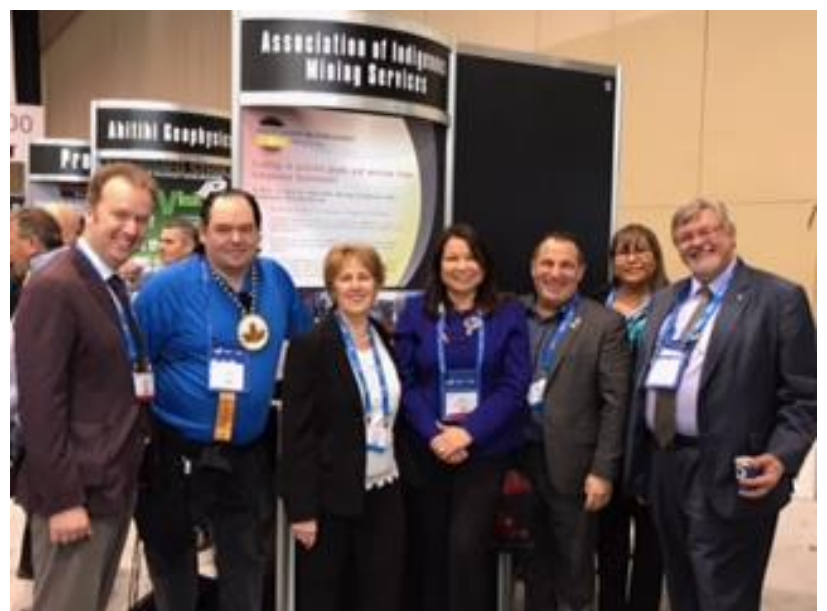
Fisheries

The Regional Initiatives Coordinator has been working closely with the Aquaculture Development Officer on the projects that were approved for funding through the Aboriginal Aquaculture in Canada Initiative. There are approximately 4 projects currently in process with feasibility or business plans being completed in the Waubetek service region. There was a Getting Started in Aquaculture workshop held in Blind River that was attended by over 25 Indigenous representatives from across the North Shore. Work continues with the AACI program in the fisheries sector.

Youth Program

An application for funding has been submitted for a three-year Indigenous Youth Leadership Development Program. If funding is successful this program will be delivered throughout North East Ontario for Indigenous Youth aged 19 – 29. Youth will have education or training and experience in a certain field and 50 will be selected to participate in the program. The program will consist of two weeks of training to provide youth with pre-employment, leadership, and entrepreneurship training. This will be followed by 16 weeks of paid placement in their area of expertise to gain more experience and mentorship. The goal is to have the 50 youth become entrepreneurs and leaders in their communities.

For more information on the Regional Initiatives Program, please contact the coordinator, Irene Altiman at the Waubetek office or email her at ialtman@waubetek.com.





INDIGENOUS ECONOMIC COMMUNITY ECONOMIC GRANT PROJECTS In North-East Ontario

Mississauga First Nation



Waubetek Business Development Corporation assisted Mississauga First Nation with a multi-purpose sign that compliments Chiblow Lake Lodge. Chiblow Lake Lodge is a tourist accommodation business owned by the First Nation and operated through the economic development corporation, Misswezahging Development Corporation. Through the Community Economic Grant, Mississauga First Nation purchased a sign that is used to promote the lodge's tourist offerings as well as provide space for community and local First Nation business postings. The design of the sign allows for a quick exchange of posters, and announcements that also has a small roof and is backlit for nighttime visibility.

Rainbow Ridge Golf Course

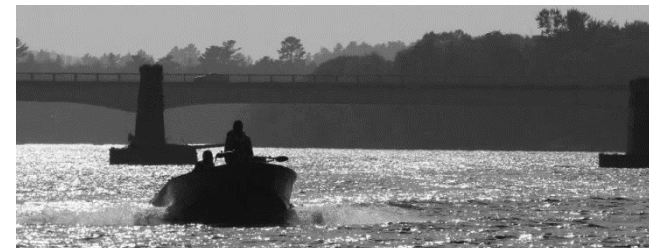


The Rainbow Ridge Golf Course, owned and operated by Wiikwemkoong Unceded Territory, plays host to a number of golf tournaments throughout the summer. A number of these events require an audio system to assist tournament organizers with special announcements throughout the event and with prize presentations. Through the Community Economic Grant, the Rainbow Ridge Golf Course was able to purchase a wireless audio system complete with four speakers, a mixer and two wireless microphones and a Direct Box which can be controlled remotely using an iPad. This system could also be used by musicians providing live entertainment at special functions hosted by the Rainbow Ridge Golf Course.

Sagamok Anishnawbek



Sagamok Anishnawbek has hosted the annual "Sagamok Fall Classic Walleye Tournament" for the past five years and is recognized as the best and final tournament of the Northern Ontario Walleye Trail. The Angler of the year is awarded at this same tournament, which draws more to the closing ceremonies. The tournament is held in late September, and most recently had maximum capacity of 80 boats and 160 participants from across Ontario. The tournament itself has become a significant contributor to the local economies of Sagamok and surrounding communities. Local motels, cottages, stores and restaurants are extremely busy leading up to and during the tournament. Proceeds from the event are directed to various children, youth and elder programs within Sagamok. The Waubetek Business Development Corporation assisted Sagamok Anishnawbek with the purchase of materials to build a gazebo with concrete footing that acts as a weigh-in station during the tournament, a dock for the participants to use for weigh-in, marketing, tournament and promotional materials through the Community Economic Grant.



Whitefish River First Nation



The Whitefish River First Nation hosts an annual Traditional Pow Wow in August of each year. The event draws in many tourists, participants and local residents of Manitoulin Island to enjoy the cultural celebration. Through the Community Economic Grant, the First Nation was able to purchase a new PA/Sound System complete with four speakers, speaker stands, cables, outdoor cases, four wireless microphones and an 8-channel power box mixer.

◆ ◆ ◆ The Difference Between a Social Enterprise and a Traditional For-Profit Business ◆ ◆ ◆

Social enterprise seeks to reinvest profit back into the operations to achieve their missions of creating social, environmental or cultural enhancements, improvements, or address challenges on any of these fronts. A social enterprise uses a Triple Bottom Line approach to business operations in order to measure success. The triple bottom line approach includes consideration for making positive impacts to People, Planet, and Profit. In traditional business accounting, the bottom line refers to profits generated by the business, after accounting for expenses. Social enterprise operations consider several desired results on the social, cultural and environmental aspects, in addition to profitable operations.

How to tell if a business is a social enterprise? The following may be helpful:

- Is the primary intent of your enterprise to create Social, Economic, or Environmental results?
- Who benefits from the redistribution of profit?
- What percentage of profits are reinvested?

Similarities exist between social enterprise and traditional for-profit enterprise in that both must operate in a sustainable way, ensuring adequate revenue is coming in to cover expenses, manage human resources, maintain solid record keeping, as well as handle day to day operations effectively.

Waubetek Business Development Corporation delivers a SOCIAL ENTERPRISE DEVELOPMENT FUND which can provide an interest free loan, to support Indigenous Social Enterprise. Deferred payments possible for up to 6 months, in an amount that covers 45% of the total business start-up costs up to a maximum of \$70,000. This amount may also be combined with Waubetek's regular business financing (commercial loans and conditional contributions) based on eligibility and the viability of the business plan. Waubetek's regular business programming can be accessed to develop a business plan, provide business mentorship support; and market the business (signage, website development, promotional ads).

Please consult with a Business Development Officer to obtain information on how to proceed with an application, or visit www.waubetek.com

TOUCHED BY THE ENTREPRENEURIAL SPIRIT...

Bowerman Construction & Maintenance

Phil Bowerman, a member of Whitefish River First Nation, established Bowerman Construction & Maintenance and is located on the Whitefish River First Nation. "Done Right the First Time", Bowerman Construction & Maintenance provides cottage and home owners a more enjoyable time while on vacation in McGregor Bay and Manitoulin Island. They provide care taking, opening/closing of cottages, new constructions, renovations, docks, decks, kitchen & bath, and water taxi services to not only the Manitoulin Island home/cottage owners but also the seasonal residents of Manitoulin Island. BCM is located at 1248 Old Village Road in Whitefish River First Nation. For a free estimate, call (705) 210-0033.



Boissoneau Bus Lines Inc.

Gordon Boissoneau, a member of Garden River First Nation, expanded Boissoneau Bus Lines Inc. located on the Garden River First Nation with the addition of new full-size school bus. Boissoneau Bus Lines Inc. previously operated six full size school buses and a smaller 20 passenger bus and an older model full size bus that was used as a spare. The addition to the fleet comes as the First Nation added a new bus route to compliment the growth within the community. Bus services are not limited to school transportation, if you'd like to request a quote for chartered bus service, Boissoneau Bus Lines Inc. is located at 45 Bell Street in Garden River First Nation or you can call (705) 946-0992 or by e-mail at boissoneaubusline@live.ca.

Turtle Bear Logistics Inc.

We would like to congratulate Gordon Commandant, a member of the Wahta Mohawks on establishing his business, Turtle Bear Logistics Inc., an independent long-distance trucking business located on the Wahta Mohawk Territory. To enquire about Turtle Bear Logistics Inc., you can call (716) 262-6888.

FirstTel Communications Corporation

FirstTel Communications Corporation, a telecommunications company owned and operated by the Wikwemikong Unceded Indian Reserve was established in 2003 to provide local and long-distance telephone services. FirstTel has since expanded to provide Internet Protocol Television (IPTV), Internet and Voice Over Internet Protocol (VOIP) Phone services for up to 300 residential customers in the village of Wikwemikong. These services can be bundled as a triple play package, or a la carte and IPTV bundles from "Skinny Basic" to "Premium".

FirstTel is located at 15 Edward Street in Wikwemikong. To enquire about local and long-distance telephone services or the IPTV, Internet and VOIP services (Wikwemikong only) call toll-free 1(866) 434-7788 or (705) 859-2620.



Status Exempt



Rich Cochrane, a member of Curve Lake First Nation, is excited to launch "Status Exempt", the first digital status card service to facilitate qualified tax exempt shopping with participating retailers. Cochrane's business strives to provide an enjoyable online shopping experience for status cardholder customers, while ensuring your ID and personal information is secure online. The business hopes to add the digital Indian Status card service to hundreds of online stores within the next few months and will be announcing new participating online stores shortly. To register for Status Exempt or to learn more about the digital status card and participating online stores, visit www.statusexempt.com or send an email to rich.cochrane@statusexempt.com



◆ ◆ ◆ Getting Business Financing ◆ ◆ ◆

All entrepreneurs will require funds beyond their immediate capacity at some time or other. This could be at start-up, expansion, or to bridge cashflow. At the moment, there is a fair bit of competition among traditional lenders for good business loan clients. This has resulted in pretty much a buyers' market for consumer credit so conditions for obtaining financing have tempered considerably compared to perhaps ten years ago. This has been a good thing for established businesses since they were able to get financing in a timely fashion and then get on with their businesses. But for start-ups or businesses facing sustainability issues, some preparation and planning would be in order before incurring new obligations.

Consider the following: Start-ups do not have a business history or experience to guide them. Many new entrepreneurs will state that every day is a learning experience. The potential for wasted spending or bypassed opportunity is great. And the last thing a start-up or struggling business needs is to waste resources and create further unsustainable debt.

So what is a start-up or operating business to do? Both need an Action Plan. This is not a sales pitch or prospectus that will pry money loose from lenders or investors. An Action Plan is a blueprint for the operation of the business. It will describe how the business will execute the promises made to lenders. With the target market having already been defined, the Action Plan will show how the business will penetrate and make money from that market. The Action Plan will have a cashflow projection showing anticipated revenues, expenses, and profit. The plan and cashflow must be as real as possible because they will constitute benchmarks or points of departure when the business must examine its position later on.

The next thing is a good set of business records: a capable bookkeeping and accounting team with a chart of accounts that fits your business will help the entrepreneur identify problems and opportunities and identify where costs and revenues went north and south. As well, whether or not the financial statements show that the business is either prospering or struggling, good quality statements demonstrate responsibility on the part of the entrepreneur and will translate into a willingness by financiers to continue to work with the entrepreneur as partners rather than as creditors.

So is this a lot of extra work piled atop of business people who already have their hands full trying to start or save their businesses? No it isn't. This is no more than what successful businesses already do. ◆