

# Canadian Beacon



**“ It is our goal that members of First Nations will become equal partners in the economic prosperity of Canada and Canadian life. ”**

**– Aditya Jha, Chairman  
POA Educational Foundation**



**“ Project Beyshick assists in preparing NAN youth to take advantage of the vast opportunity in the resources available in our territory and the need to participate in the economy to become successful future business leaders. ”**

**– Stan Beardy, Grand Chief  
Nishnawbe Aski Nation**

## INFORMATION AND GUIDELINES

Welcome to Project Beyshick 2007, a third consecutive successful year for the project. Thank you for your interest in Project Beyshick 2007.

This unique opportunity has been conceived and designed by POA Educational Foundation in close partnership with the Nishnawbe Aski Nation (NAN) and Nishnawbe Aski Development Fund (NADF), specifically for members of Canada's aboriginal communities who are seeking to sharpen their entrepreneurial skills and/or pursue a career in the corporate world.

This project will nurture prosperity and financial independence amongst First Nations communities and individuals. It is our goal that members of First Nations will become equal partners in the economic prosperity of Canada and Canadian life.

## STRATEGIC GOALS

The POA Educational Foundation, NADF and NAN plan to continue nurturing entrepreneurs from First Nations communities through the establishment of a Social Venture Capital Fund (SVCF).

This project will receive its seed funding from the foundation, NADF, NAN and other contributors who share the goal of nurturing entrepreneurship among Canadian aboriginal communities.

These contributors will be successful entrepreneurs who will also commit to mentoring the prospective candidates.

The disbursement of the SVCF capital will be based on the same business principles as those used by mainstream venture capital funds. The profits from the SVCF's investments will be returned to the fund and reinvested into Canada's aboriginal communities.

This creates a self-sustaining investment vehicle for successful mainstream entrepreneurs to invest in emerging entrepreneurs from First Nations communities. Under no circumstances will the capital ever be returned to the original donors. We expect that successful aboriginal entrepreneurs will serve as role models for their communities. This will encourage others to get involved with profitable initiatives.

In turn, we also hope that these types of business initiatives will encourage mutual respect and an understanding of interdependence between all communities in Canada.

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# PROJECT BEYSHICK 2007

## IMMEDIATE GOALS

Based on the focus areas of the POA Educational Foundation, NAN and NADF, the primary goals of Project Beyshick are:

1. To encourage Canadian aboriginals to take an active interest in the corporate world and entrepreneurship.
2. To provide participants with firsthand experience in a business environment, through a job shadow engagement with a senior-level executive or business mentor.
3. To demonstrate how members of different ethnic groups have participated in the success stories of corporate Canada.
4. To provide insight into how Toronto's dynamic marketplace can support as well as challenge business leaders and entrepreneurs from all cultural backgrounds.
5. To help Canadian aboriginal communities build a network of friends with corporate Canada.



**“ I strongly believe that a handful of well intentioned First Nation leadership, with an open mind, a great deal of determination, and in partnership with corporate Canada and rightful impatience to shake up everything, will be able to make the First Nation community a prosperous community. ”**

**Aditya Jha**

During a keynote address to  
the 2006 NADF Business Awards

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# PROJECT BEYSHICK 2007

**“One of the unique features of Project Beyshick 2007 is an award of \$15,000 to the participant who presents the best business plan.”**



**“Project Beyshick is now on the curriculum of Trent University's Indigenous Studies program.”**

## PROJECT SUMMARY

The POA Educational Foundation, NAN and NADF will select approximately 25 participants from various aboriginal communities across Canada to travel to Toronto for an intensive job shadowing experience.

Eligible participants should demonstrate a keen interest in business, entrepreneurship and/or corporate leadership and will be required to follow the application guidelines provided by the foundation.

During the program, each participant will be mentored by a chosen business-executive.

The job-shadowing portion will last three days, in which the participant will observe the executive conduct his/her daily business routine.

Participants will also spend four additional days preparing activities, including face-to-face interaction with successful entrepreneurs from ethnic minorities in Canada.

The POA foundation, NAN and NADF are working with leading Canadian business schools to involve its researchers and professors who specialize in entrepreneurship.

These experts will conduct a two-day preparation workshop at Trent University as well as individual coaching sessions in Toronto to help participants get the most out of their job shadowing experience.

This program is intended for serious candidates and requires long hours of work for effective participation. It also encourages each participant to form a continuing relationship with his/her executive or business mentor.

A highlight feature of Project Beyshick 2007 is an entrepreneurship award of \$15,000 (\$5,000 each from the POA Educational Foundation, NAN and NADF) to be given to the participant who presents the best business or career plan report at the end of the event.

Participants will be provided with guidance for preparing the report prior to and during the event by their executive mentor, POA Educational Foundation, individuals and business school professors from Ryerson University and Trent University. The award is likely to be increased to \$25,000 if a matching grant is obtained from the government.

The implementation of the business plan will be monitored and the award money will be disbursed in stages under the supervision of NAN and the POA Foundation.

If there is no suitable candidate for the award this year, the money will be carried over to next year's award fund.

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# PROJECT BEYSHICK 2007

## SIZE AND SCOPE

Our aim is to create, organize and run Project Beyshick so effectively and successfully that it sparks a groundswell of interest in the public organizations and corporations. We hope Project Beyshick will capture the imagination of many groups and become an ongoing, large-scale program in Canada. In subsequent years, we expect that participants will job shadow CEOs around the globe. Project Beyshick 2005 and 2006 elicited a great deal of excitement and support from participating CEOs and executives of corporate Canada. The program received extensive media coverage and volunteer support from people within different walks of life. In previous years, we have been honored with **Honorable David Bartleman, Lt. Governor of Ontario** (2005) and **Honorable David Ramsay Minister of Aboriginal Affairs** (2006) as our chief guests at the Thank You Dinner. Various levels of NAN leadership and staff were actively involved in the

project. The recent Project Beyshick Business Awards received commendation from National Chief Phil Fontaine from the Assembly of First Nations and appreciation from Minister Harinder Takhar.

The job shadowing component of Project Beyshick provides Participants with an excellent opportunity to observe the working life of a CEO or a senior executive and be exposed to the day-to-day operations of a large corporation.

## WHY TORONTO?

Toronto is an example of a society that leverages difference and combines cultural strengths to make a dynamic social and economic system. It is home to around 5.5 million people (in the GTA), and generates more than 20% of Canada's GDP. Toronto is one of the world's most cosmopolitan cities, encompassing more than 80 different ethnic groups and 100 different languages.



“ I once heard Aditya say: "Rising tides lifts all boats" and it has been an inspirational quote that I often think about. I have been fortunate to be a part of Project Beyshick and it is important that it continue. Without my participation, I would not be here today... and I don't know if a business plan for North Spirit Foods would have been written, least of all started. Sometimes a little lift makes a great difference. ”

**Darcy Kejick**  
Project Beyshick Business  
Awards Winner 2006

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## ELIGIBLE PARTICIPANTS

This year we are recruiting participants from FOUR different categories:

### STUDENTS

This category includes individuals who are currently in University pursuing their second or final year undergraduate or graduate studies, or have recently graduated and are looking to pursue a corporate career, or want to enter the business world through the entrepreneurship route, but need some guidance to help them succeed.

### ENTREPRENEURS

This category encompasses individuals who have already started their own businesses, but are striving to improve their entrepreneurial skills by gaining exposure to the corporate/business world and its leadership.

### PROFESSIONALS

This category includes those who are working in a corporate environment, but are looking to further their career in the corporate world or expand their horizons through exposure to other large and successful corporations and corporate leaders.

### COMMUNITY LEADERS

This category was designed for Canada's indigenous leaders who are interested in creating an interface with and gaining exposure to Canada's corporate leaders.

## OFFICIAL DATES

Project Beyshick will run from July 13th Friday to July 19th Thursday, 2007. Three days of job shadowing will take place from July 16th Monday, until July 18th Wednesday 2007.

Days: 1 2 & 3: Pre-event workshop at Trent University

Days 4&5&6: Job shadowing.

Day 6: Job shadowing and Thank You Dinner.

Day 7: Interviews, Surprise activity, wrap-up.

Day 8: Departure

## APPLICATION AND SELECTION PROCESS

In order to be selected for the program, there are a few steps one would need to follow:

1. Ensure that you fall into one of the four categories outlined in the "Eligible Participants" section.

2. Complete the **Application Package**, including your resume, references and application form, and send it to the NAN office no later than Monday, June 1st, 2007. You can access the application form and submit your completed Application Package online at the POA Foundation web site: [www.poafoundation.org](http://www.poafoundation.org). You can also submit your information by contacting:

**Ron Marano**

Youth Business Development Officer

Nishnawbe Aski Development Fund

(807) 623 5397 ext. 26 Toll Free: (800) 465 6821

**Email: [rmarano@nadf.org](mailto:rmarano@nadf.org)**

or visit: [www.projectbeyshick.com](http://www.projectbeyshick.com)

3. The final stage of selection requires you to participate in a short telephone interview. The selected candidates will be required to deposit \$100 to the Nishnawbe Aski Nation as a participation fee.

The POA Educational Foundation will cover travel expenses between Thunder Bay and Toronto, as well as boarding and lodging in Toronto. NAN will cover travel expenses between the candidates' place of residence and Thunder Bay, as well as boarding and lodging in Thunder Bay, if needed. Any out-of-pocket expenses during this event will be the responsibility of the candidates.

The participants will have to sign a liability release form with NAN, NADF and the POA Educational Foundation as well as any confidentiality and nondisclosure agreements required by the corporation at which they job shadow. If you have been selected as one of the 25 participants, you will be informed by Friday, June 6th.

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**“ Life Changing,  
inspirational, everyone  
needs this. I learned an  
incredible amount. ”**



**“ I had not expected that  
I would learn so much  
from Project Beyshick.  
It was really an eye  
opener. ”**

## **CONTACT US**

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## **CANADA: THE FACE OF TOMORROW'S WORLD**

Canada is among the eight largest economies in the world. It is also one of the most ethnically diverse countries, containing a powerful mix of recent immigrants from around the globe, descendants of earlier immigrants and First Nations people.

This combination is seen as an asset by Canadians, as it provides us with an opportunity to create a pluralistic society that embraces the gifts offered by its entire people. In order to continue strengthening this society, however, it is particularly important to be aware of how Canada relates to its First Nations people.

For the last five hundred years, Canada's native society has been weakened by economic, political, social and geographic segregation.

The inequitable relationship that exists between native and non-native societies has an impact on Canada's image, in its own eyes and in the eyes of the world. As a country that prides itself on diversity and peacefulness, it is essential that mutual respect and partnership develops between the natives and the settlers of Canada.

Change requires a combination of individual initiative from within aboriginal societies and participation in activities such as Project Beyshick.

At the same time, change also requires the involvement of mainstream leaders, especially those who are the stewards of national economic prosperity.

The onus is on both Canada's native and mainstream communities to work together, to overcome our historic challenges and to bridge the gap that divides our Canadian society.

Project Beyshick is an involved process that will benefit not only Canada and Canadians, but will also provide an example to other nations of what tomorrow's world could look like.

Such an endeavor should ensure every person in Canada is presented with the opportunity to contribute and thrive. When all sections of the population are fully engaged as active participants in the economy, we can begin to build a society characterized by:

- Social tolerance and equality
- Economic dynamism and prosperity
- Creativity through diversity

If you have any questions or require any additional information, please do not hesitate to contact us at the POA Educational Foundation or Nishnawbe Aski Nation or NADE.