

SHAUN GREEN

OPPORTUNITIES WITH FIRST NATIONS

Annen. Hello!

I didn't sleep well last night - "I dreamt of a teepee and a wigwam".... but my wife said "Ahh, you're just two tents".

: D There's a little Turtle Island humour to start things off

TODAY'S AGENDA

- ▶ Background
- ▶ Area of Opportunity:
 - ▶ First Nation Employment
 - ▶ First Nation Businesses
 - ▶ First Nation Partnerships
- ▶ Summary

As Economic Developers we look for “where the puck is going to be” as Gretzky would say.

I've got three areas for you to consider looking at in your regions.

BACKGROUND



I'm from Berens River First Nation, in northern Manitoba and ... I may just be the whitest Anishinabe man you may ever meet.

My sister and I - we're a visible reminder that people come from different backgrounds and in all colours & shapes nowadays.

CBC Radio ran a great piece a couple month's ago "Growing up indigenous when you don't look it".

Through my business, Shaun Green Consulting, I've worked with First Nation, municipal AND private clients. I also work with New West Opportunities which was a runner-up for this past year's Alberta Export Awards.



BACKGROUND

My experiences

My dad worked in FNs across Manitoba and Ontario and growing he always said to me: Economic Development is the only way for First Nations to evolve. I've worked with and lived on First Nations across Canada & I agree with this statement.

Opportunity is there but we need higher efficiency with which we're creating REAL change and equity for the people in the communities

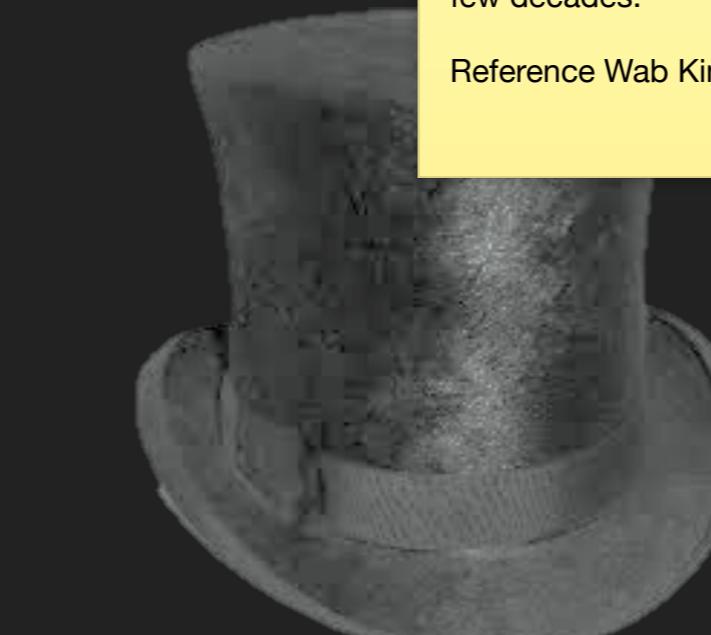
Economic development dollars or "own source revenue" as the federal government calls it.



FIRST NATION HISTORY 101



1960

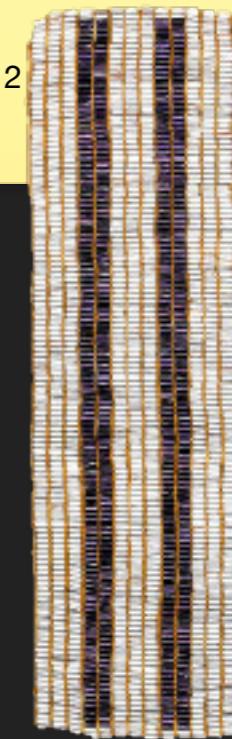


Quick history recap: Europeans arrive with Guns, Germs and Steel and disrupted everything. Two dichotic perspectives develop of the uncivilized savage and of the noble sauvage living in harmony with nature.

Wampum belts like this show two peoples sharing the same path without interfering with each other.

Beaver pelts & the fur trade helped create Canada. Guns, germs and steel did the rest and a lot of other nasty things happened leading up to the last few decades.

Reference Wab Kinew history of Canada in 2



FIRST NATION DIVERSITY 101

Side note: First Nation history and diversity is just as rich and varied as all the European countries.

For example: Haida Gwaii of BC have different values and beliefs from Plains/Woodlands cultures like Anishinabe.



NOTE: WE'RE ALL TREATY PEOPLE

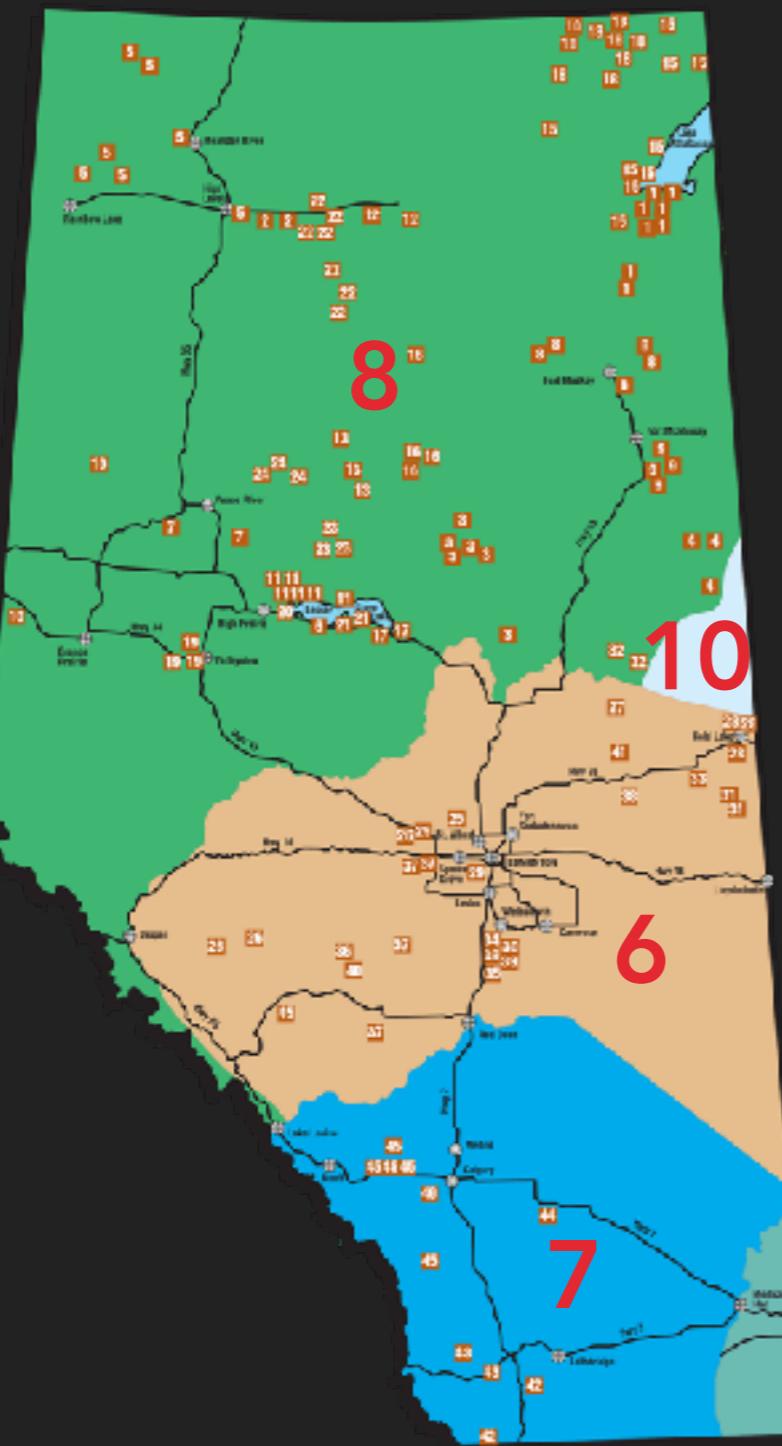


Side Note:

We're all treaty people - the numbered treaties created Canada and these were Nation to Nation agreements.

These are the Numbered Treaties #1 through #11 hammered out or forced to sign, perhaps a bit of both, from 1871 CE to 1930 CE. This landmass covers a majority of Canada's landmass.

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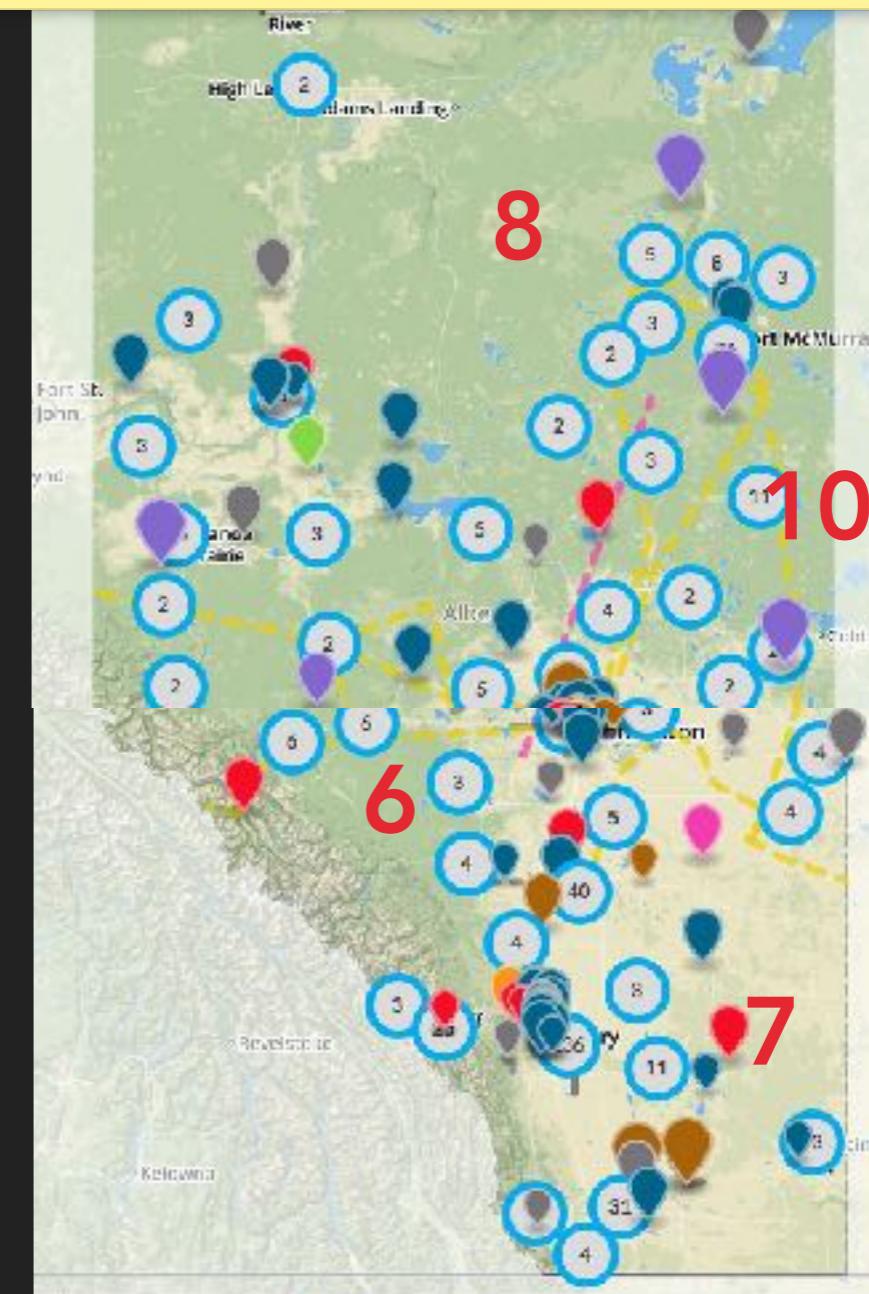


Side Note:

As sovereign entities, these Nations have large Traditional Land Use areas which go WAY beyond their reserve boundaries. TLUs of First Nations cover most of Alberta. There is tremendous potential to work with First Nations on these.

Map 1 (left) - First Nations and Treaty areas in AB.

Map 2(right) - Major Projects Inventory >\$5M in AB



Side Note:

This is from where we live right now. On Treaty 6 Land. And most of where we go in Canada is treaty land and we're all a part of it.

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FIRST NATION EMPLOYMENT

FIRST OPPORTUNITY: First Nation Employees - we're very young ...And we're growing fast - like really fast.

If you're not working with FNs, at a minimum, you'll have First Nation people living & working in your community. And remember they may just look like me!

OTTAWA—Canada's aboriginal population is young and growing fast. New statistics from the 2011 National Household Survey reveal that 1.4 million people reported an aboriginal identity in 2011, up 20 per cent from 2006, compared to a 5.2 per cent increase in the non-aboriginal population. May 8, 2013



FIRST NATION EMPLOYMENT

Fortunately with all these young kids and adults, there are education programs, skills development and training supports in place.

Get to know these programs or develop ones yourself - just like the employment and skills development partnership the Town of St. Paul is creating with Whitefish Lake First Nation is in our Region. That's going to pay dividends for the business community.



- ▶ Employment Partnerships
- ▶ Post Secondary Student Support Program
- ▶ Aboriginal Skills & Employment Training Strategy

EC DEV ON FIRST NATIONS

- ▶ LEDS - Lands and Economic Development Service
- ▶ COR - Community Opportunity Readiness
 - ▶ up to \$3m for infrastructure
 - ▶ up to \$1m for business innovation/growth proposals (up to 80%)
- ▶ FNDF – First Nations Development Fund

First Nations usually have someone in Lands Management or a consultant doing Business Development with them and someone from Chief & Council with the portfolio for Economic Development - this is a great place to start a conversation.

There are lots of programs that First Nations are accessing or trying to access to develop and create their own opportunities.

As neighbours, I'd like to see if we can find win/win scenarios



Aboriginal Affairs and
Northern Development Canada

Affaires autochtones et
Développement du Nord Canada

REAL DECISION MAKING ABILITY

- ▶ “First Nation economic development is inhibited if the First Nation partner has none or very limited shared decision-making authority over their land base and resources.”

~ Royal Commission on Aboriginal Peoples, 1996

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FIRST NATION BUSINESSES

Buffalo Point First Nation - in SE Manitoba, on the border with Ontario and Minnesota.

50 on-reserve members. They've built a golf course, resort and the largest marina on Lake of the Woods - connecting to Lake Superior.

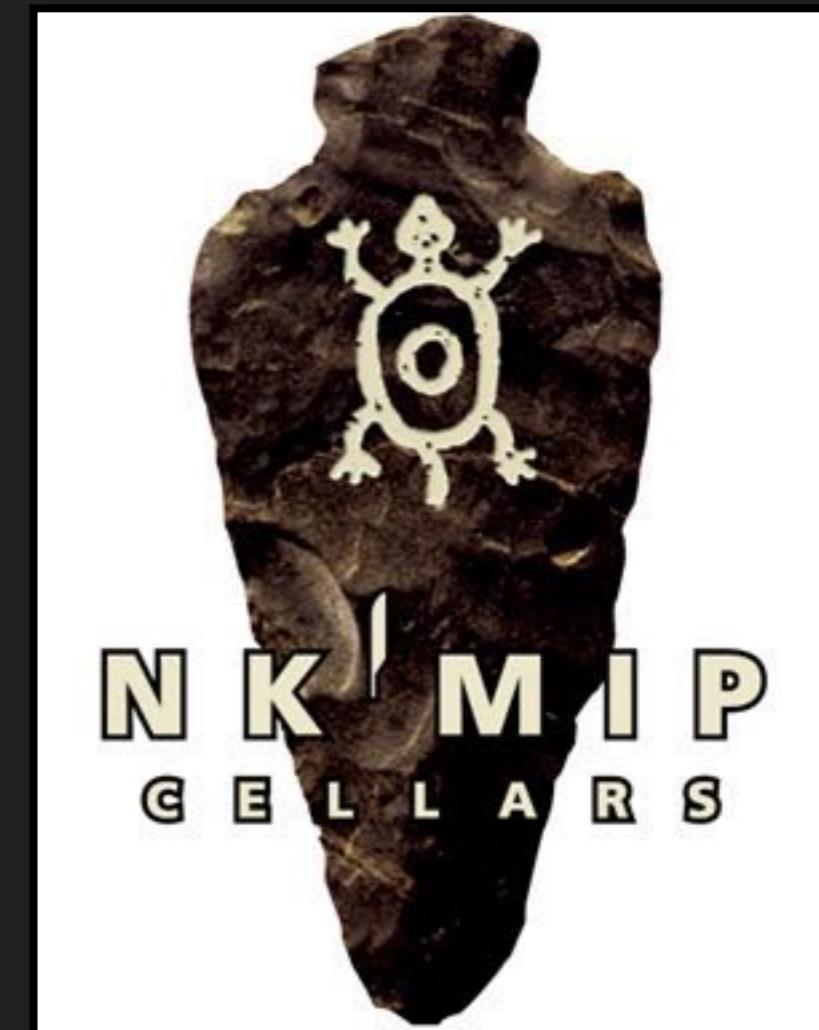
Again - business minded and open to talking economic development and taking risks. Attracting people to this rural region from Winnipeg and the US.



FIRST NATION BUSINESSES

I believe most people here have heard of Chief Clarence Louie of Osoyoos First Nation - if you haven't google him - he's awesome!

His band partnered with investors and created a winery Nk'Mip Cellars and has land development and tourism business.



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FIRST NATION BUSINESSES

Westbank First Nation, located across the lake from Kelowna, has an absolute gift of location:

They've got market housing (9k people living on-reserve now and less than 1k are band members) and commercial and industrial developments which are quite dense. I know from my time in Chamber of Commerce world, they are active with the Kelowna Chamber.



- ▶ Market Housing
- ▶ Commercial Retail Leases
- ▶ Industrial Development

Buffalo Point First Nation - in SE Manitoba, on the border with Ontario and Minnesota.

FIRST NATION BUSINESSES



FIRST NATION BUSINESSES



ULKATCHO FIRST NATION:

WCFP is dedicated to sustainable and environmentally responsible logging practices that will ensure mill's operation for many generations to come.

In December 1994, all three shareholders negotiated a shareholder's agreement to formalize the West Chilcotin Forest Products Ltd (WCFP) JV. Operations began in January 1995. All three shareholders had equal voting authority and equal dividends. Each partner contributed \$500,000 for the startup business costs and expenses.

WCFP created successful working partnerships with the First Nations, and the local communities actively work with the WCFP to assess the best sustainable way of land development with ongoing projects such as furbearer studies, pine mushroom research, repressed pine fertilization, juvenile spacing, and preliminary growth and yield work, creating a more rounded approach to forestry in the Anahim area.

Together, WCFP, the Ulkatcho First Nation, and community members developed one of the first working models for preserving interests of all groups while pursuing a successful woodlands operation. WCFP chooses to hire local workforce, and also invests in local community through bursaries, donations and sponsorships. This local approach had a profound economic impact on the community, and had raised the community's overall standard of living.

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CARRIER
EST PRODUCTS LTD

Chilcotin-Anahim-Tatla
Resources

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FIRST NATION BUSINESSES

M'chigeeng First Nation, located on Manitoulin Island on Lake Huron, Ontario.



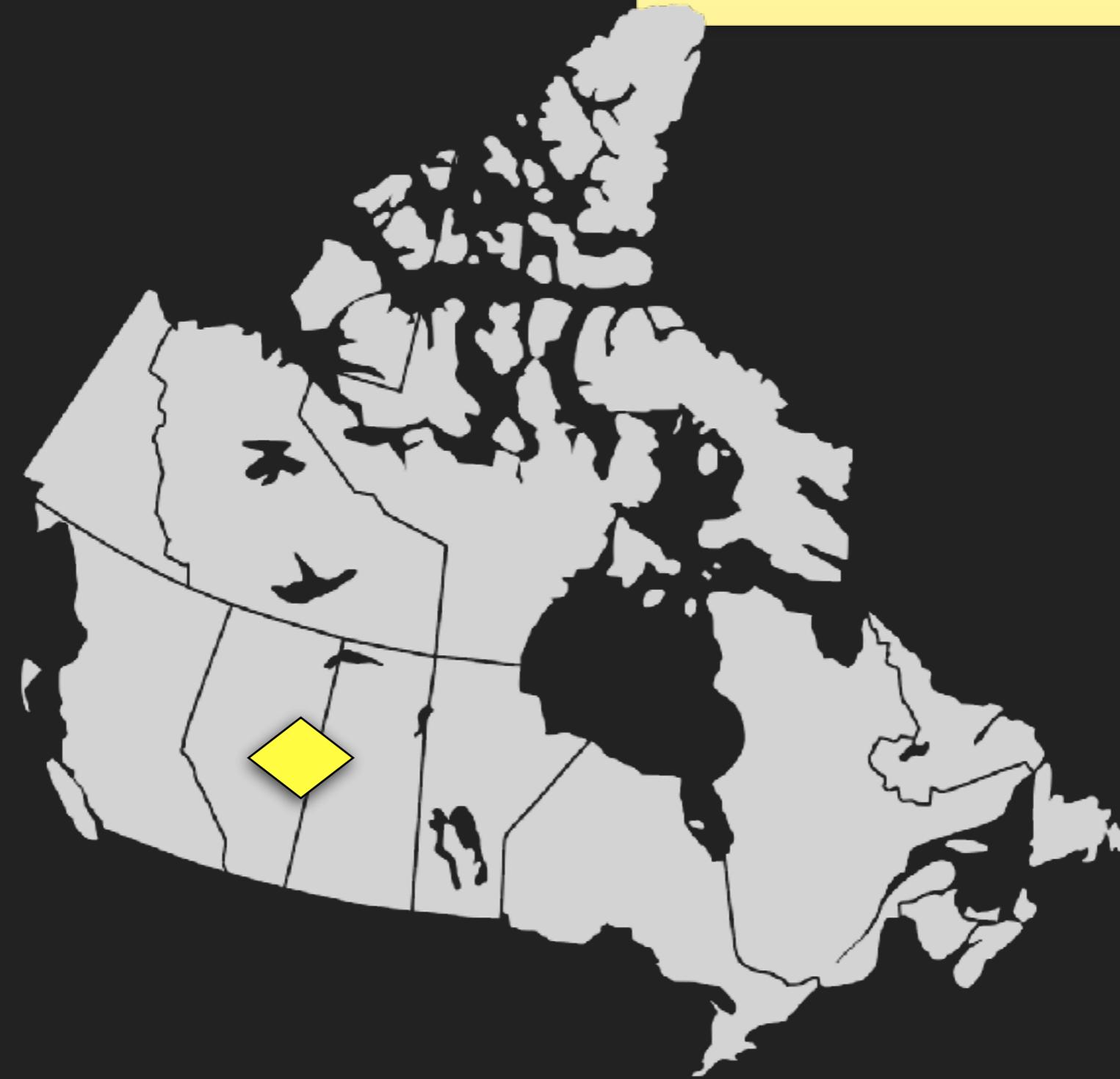
- ▶ Mother Earth Renewable Energy (MERE)
 - ▶ Wind
 - ▶ Solar
 - ▶ Hydro (run of river)

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FIRST NATION BUSINESSES

COLD LAKE FIRST NATION:

Casino
Oilfield services
Commercial retail space

also owners in Savannah Energy JVP



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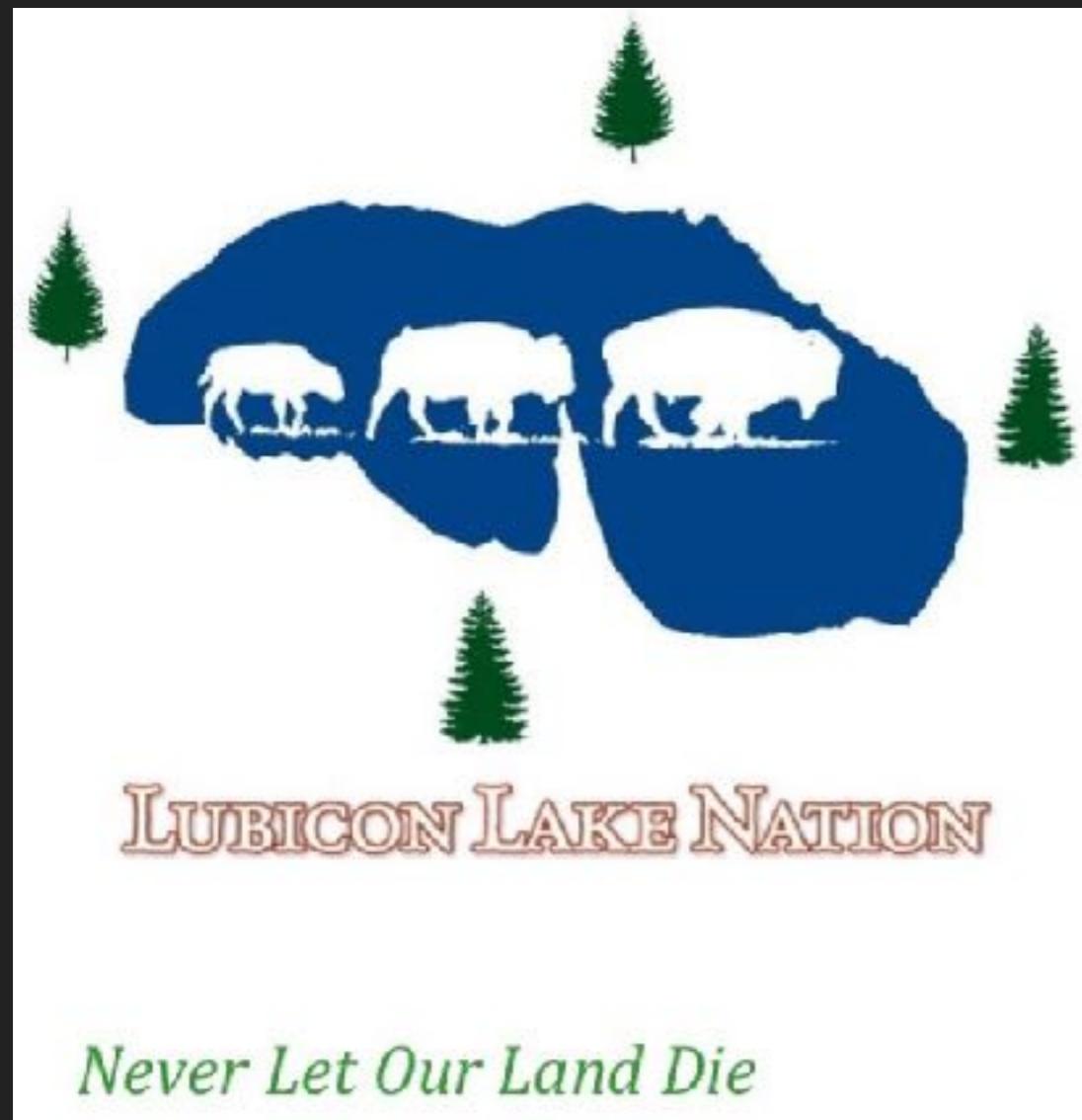


FIRST NATION BUSINESSES

LUBICON LAKE FN

Casino
Oilfield services
Commercial retail space

also owners in Savannah Energy JVP



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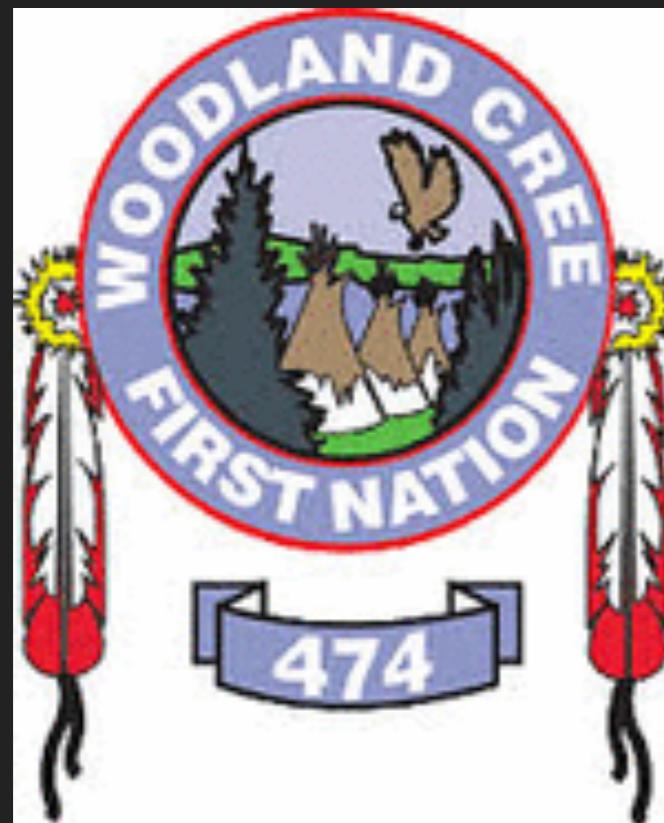


FIRST NATION BUSINESSES

WOODLAND CREE FN

The Woodland Cree and Daishowa have entered into a capacity-development partnership to train First Nation members in the development of forest management plans that have an ecosystem approach and include community consultation.

also owners in Savannah Energy JVP



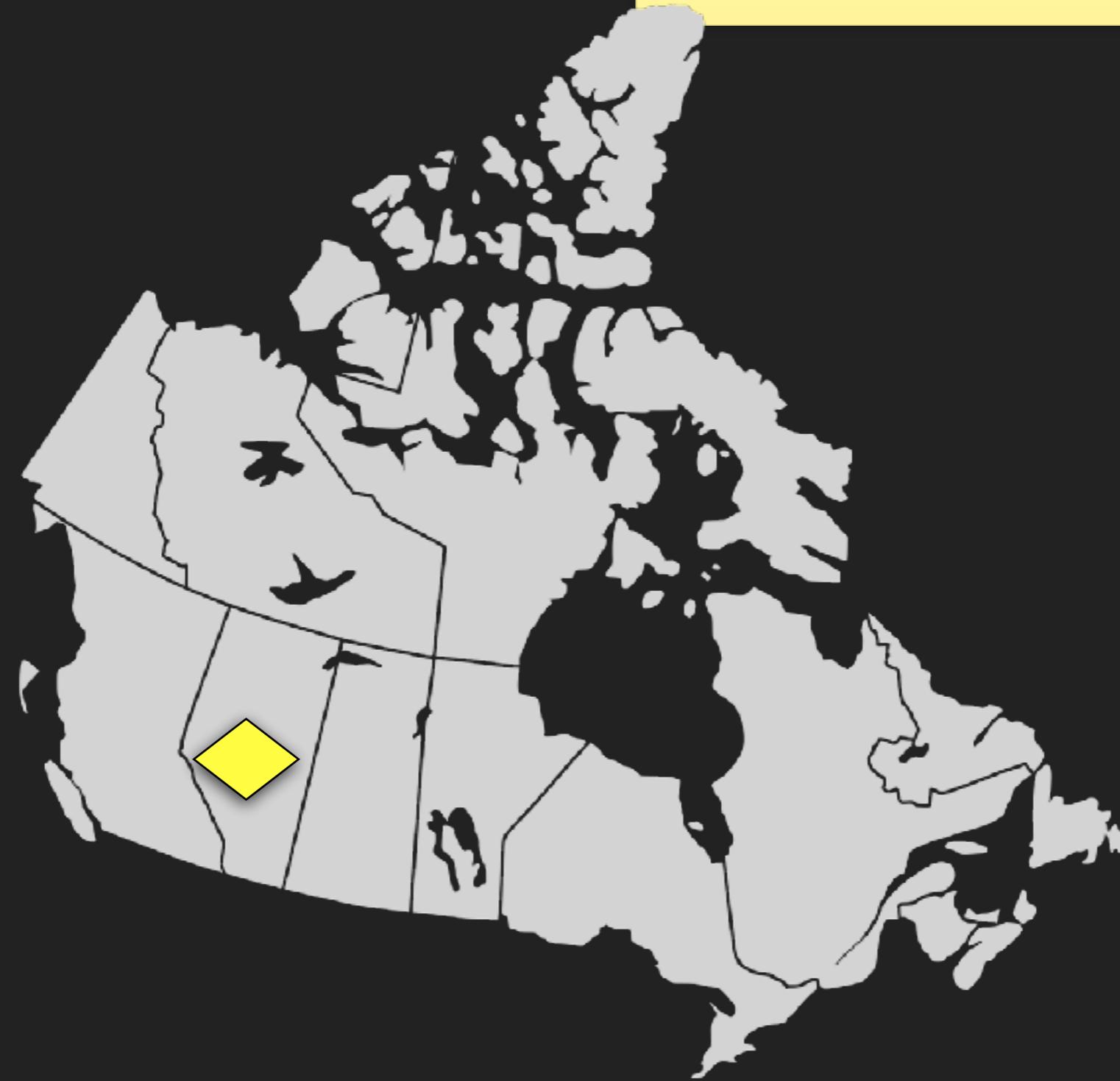
DAISHOWA-MARUBENI
INTERNATIONAL LTD.

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FIRST NATION BUSINESSES

Paul FN

Golf Course

**Develop business park

*J/P for Co-generation energy plant

Partnership with TransAlta to bring in \$\$ to support annual pow-wow, elders payments, recreation, operations and the nation's own economic development activities, as well as provide training opportunities for members leading to employment as well as man-watch and other opportunities.



TransAlta

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FIRST NATION BUSINESSES

Duncan's FN

Shell - Carmon Creek
MacMillan Construction
Grant Energy Management
Western Canadian Molding

also owners in Savannah Energy JVP

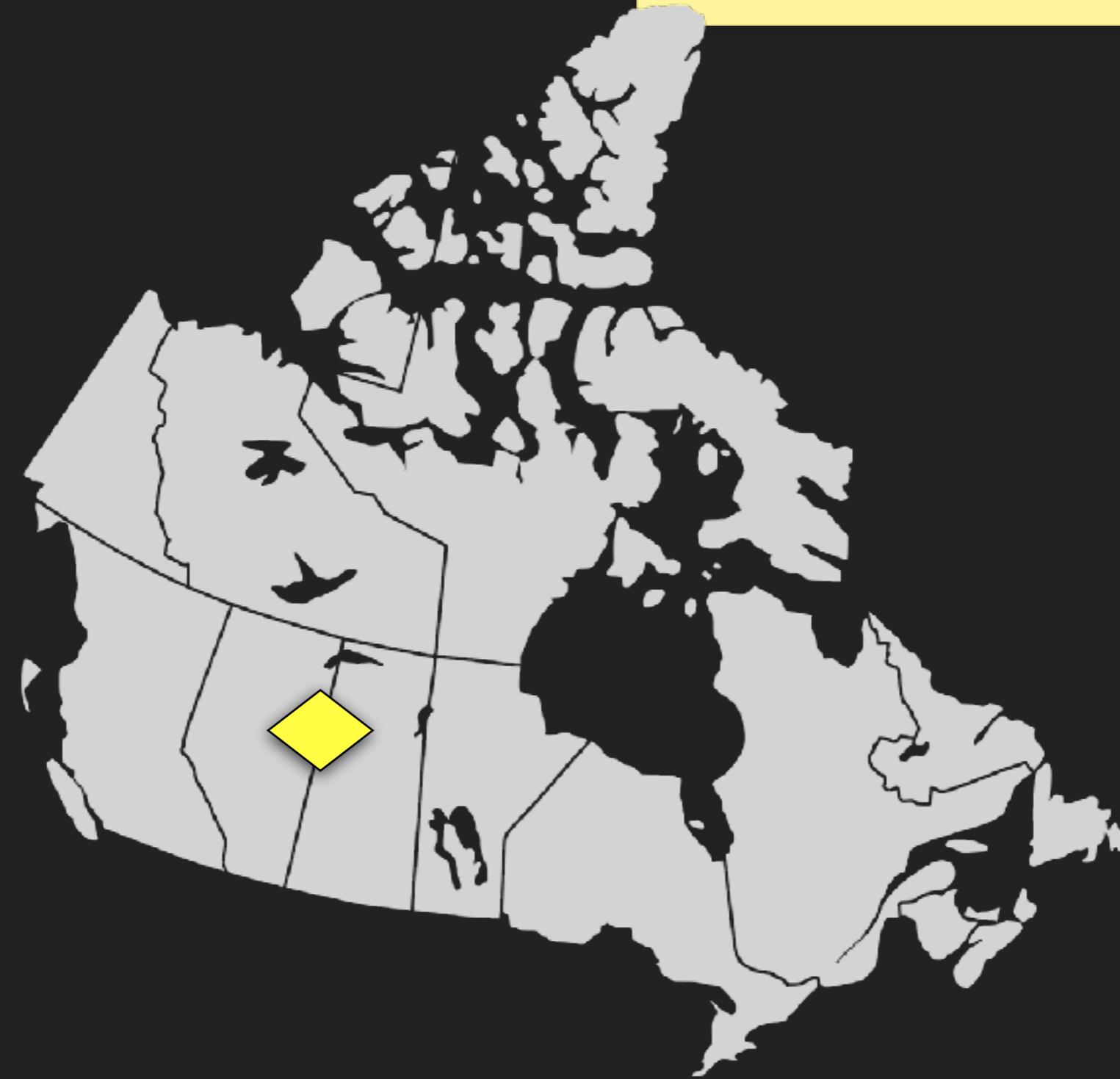


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ACFN (Fort McMurray)

FIRST NATION BUSINESSES



ACMEN

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FIRST NATION BUSINESSES



Group investment: TCIG is a holding company that started by the 7 Tribal Councils in Manitoba pitching in \$25k each.

Their diversified portfolio last year included a Pepsi distributor for northern Canada, an regional airline, FN Bank of Bank (branch of TD), golf courses, logistics, restaurant chains and even health and insurance.

Similar group investments exist with other provincial Tribal Councils.

MAYBE DON'T USE TCIG. Great idea, but down the road it was spoiled by poor decision making at the top.



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FIRST NATION BUSIN



SECOND OPPORTUNITY: Examples of successful First Nation businesses.

Manitobah Mukluks - with First Nations artisans and employees... if you haven't heard of them, just ask your wife or sister about them. Great product and branding -'nuff said.

SAY Magazine has targeted Native youth for years across North America and if you want to reach this market - you need to know a bit about SAY Mag.



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FIRST NATION PARTNERS

And when we're talking about large developments - they require that little thing called "social license"...

Partnerships with First Nations bring legitimacy and credibility to the project and going the other way, ideally, shared wealth and prosperity to the First Nation.

Gaining the Social License



FIRST NATION PARTNERS

Kudos to Terrace BC - getting some free PR time.

Templates of:
LOU
Confidential agreement
JVP agreement



First Nations JVP Toolkit

FIRST NA



Other examples of partnerships exist around training, procurement and impact benefits agreements.

At the very least, as Economic Developers we can support both our First Nation neighbours and our business community in these types of negotiations/settlements

For the sake of this discussion, a non-technical definition of a joint venture is utilized. A joint venture can be any partnership in which ownership of a business entity is shared between Aboriginal and non-Aboriginal parties. In addition to shared ownership, each party in the joint venture makes some tangible non-monetary contribution to the venture.

INDUSTRY PARTNER: offers expertise, technology and market connections.

FN PARTNER: contributes access to timber resources, a labour force, regional good will, an improved corporate image and political leverage.

By no means an exhaustive list, just demonstration of the size and breadth of companies that are finding opportunities with First Nations



FIRST NATION PARTNE



FOURTH OPPORTUNITY: Partnerships are the real key to developing First Nations. We are fast growing, are becoming more educated and starting to create businesses... but a Joint Venture Partnership like Savanna Energy Services which has partnered with 8 First Nations in Alberta on a 50/50 rig ownership model. This is how we can affect real change.



SUMMARY

Adam Beach

YOU CAN'T
PROPEL A NATION
TO MOVE
FORWARD IF ALL
YOU ARE DOING IS
TAKING
SOMETHING FROM
THEM.

-ADAM BEACH

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Next...

THANK YOU

Kitchi-meegwetch. Thank you for the gift of your time today and allowing me to share this message with you.



IN SUMMARY

IN CLOSING:

First Nations ARE sources of opportunity.
Collaborate & think outside the box to FIND COMMON GROUND.
Be open, mindful and optimistic - WE NEED MORE OF THIS IN THE WORLD.

Meegwetch.

- ▶ First Nations are sources of **opportunity** for ALL
- ▶ **Collaborate** and find common ground to create success
- ▶ Be open, be mindful and be **optimistic**

THANK YOU – MIIGWETCH!



/GREENSHAUN