

CANADIAN ABORIGINAL FESTIVAL

Economic Development Conference *The Business of Tourism and Culture*

Attaining economic viability for Aboriginal communities through cultural and tourism initiatives.

Feature keynote speakers include **Phil Fontaine**, National Chief of the Assembly of First Nations, and **Margaret Horn**, Executive Director of Aboriginal Tourism Canada.

DAY & TIME: Thursday, November 25 9:00 a.m. – 4:30 p.m.
Friday, November 26 9:00 a.m. – 2:00 p.m.

VENUE: SkyDome Hotel, Northern Lights Ballroom
1 Blue Jays Way, Toronto, Ontario

REGISTRATION: \$400.00/person
Registration fee includes:

- Conference Attendance
- Two lunches
- One ticket to the Canadian Aboriginal Music Awards
- One pass to the VIP Reception following the Music Awards
- Two weekend passes to the Canadian Aboriginal Festival

Registration and information through:
Ava Hill
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Thursday, November 25, 2004

9:00 a.m. - 9:30 a.m.	Opening Prayer Opening Remarks and Welcome Wellington Staats
9:30 a.m. - 10:00 a.m.	Cultural Centres Perspective Saskatchewan Indian Cultural Centre Darlene Speidel
10:00 a.m. - 10:30 a.m.	Sports/Youth: How Sports Can Benefit Communities Aboriginal People and Aboriginal Youth Little N.H.L. – Chief Patrick Madahbee Lacrosse – Delby Powless Jr.
10:30 a.m. - 10:45 a.m.	Networking Break
10:45 a.m. - 11:15 a.m.	Tourism/Economic Development – The Industry Town of Cochrane - Mayor Lawrence Martin Manitoulin Island - Chief Patrick Madahbee – Sucker Creek First Nation
11:15 a.m. - 12:00 p.m.	Question and Answer Session with All Presenters
12:00 p.m. - 1:30 p.m.	Lunch Key Note Speaker – Margaret Horn Aboriginal Tourism Canada
1:30 p.m. - 2:00 p.m.	The Arts/Music Industry Ness Michaels – President Sunshine Group and Member of the Aboriginal Music Awards Advisory Committee
2:00 p.m. - 2:30 p.m.	International Projects Grand River Enterprises Ken Hill and Jerry Montour
2:30 p.m. - 3:00 p.m.	Wanuskewin Heritage Park Saskatoon Cy Standing - Chair
3:00 p.m. - 3:15 p.m.	Networking Break
3:15 p.m. - 4:00 p.m.	Question and Answer Session with All Presenters
4:00 p.m.	Wrap Up: Wellington Staats

Friday, November 26, 2004

9:00 a.m. - 9:30 a.m.

International Tourism: Marsha Smoke

9:30 a.m. - 10:30 a.m.

Ogwehoweh Skills & Trades Training Centre:
Blair Martin
OFIFC-GREAT Initiative - Sylvia Maracle
ONAS – Richard Saunders

10:30 a.m. - 10:45 a.m.

Networking Break

10:45 a.m. - 11:15 a.m.

**Planning a Large Event
Media and Public Relations**
Ron Roberts – Canadian Aboriginal Festival
Jim Compton – Former Director of Programming
Aboriginal Peoples Television Network (APTN)

11:15 a.m. - 12:00 p.m.

Question and Answer Session with All Presenters

12:00 p.m.

Lunch
Key Note Speaker – Phil Fontaine
National Chief of the Assembly of First Nations

Closing Remarks
Wellington Staats

Closing Prayer



Economic Development Conference **Speakers Biographies**

KEYNOTE SPEAKERS:

Phil Fontaine, the National Chief of the Assembly of First Nations, is Anishinabe from the community of Sagkeeng First Nation, Manitoba. His career has been dedicated to the advancement of an improved quality of life for all First Nation citizens. He was elected Chief of his community in 1973 and served two consecutive terms. Upon completion of his mandate as Chief, he moved to the Yukon territory to serve as the Regional Director General with the federal government; returning to Manitoba in 1980 to complete a Political Science Degree at the University of Manitoba. Following graduation, he was employed as a Special Advisor to the Southeast Resource Development Tribal Council, and thereafter elected to the position of Manitoba's Vice-Chief for the Assembly of First Nations.

It was in 1997 he was first elected National Chief of the Assembly of First Nations. Following his term as National Chief of the Assembly of First Nations, National Chief Fontaine was appointed Chief Commissioner of the Indian Claims Commission. In May 2003, Phil resigned from his appointment with the ICC in order to run for the national chief's position and was once again successful in his campaign. Phil Fontaine brings a wealth of experience at the local, regional, national and international levels in working for First Nations' communities. He will focus on how important cultural events are to our communities and how tourism can help us in striving towards achieving socially and economically viable communities

Margaret Horn, is Bear Clan, Mohawk of Kahnawake, Executive Director of Aboriginal Tourism Canada, and a mother and grandmother. In 1997, she earned a Masters of Arts Degree in Canadian Studies at Carleton University in Ottawa. She has 30 years of senior administrative and financial management, proposal writing, fundraising, and public speaking.

Throughout her work career, Margaret has held various positions on health, social, justice and now tourism issues for Aboriginal people. As well she has gained vast experience working with diverse cultural groups at local, national and international levels. Margaret was Executive Director of The National Indian and Inuit Community Health Representatives Organization for almost nine years before taking the Executive Director position with Aboriginal Tourism Canada in February 2004.

Economic Development Conference Speakers Biographies

Jim Compton is a Saulteaux from Manitoba. Jim is the former Director of Programming for the Aboriginal Peoples Television Network and is now working freelance with Chum TV in Toronto. Jim will address the importance of media and public relations, and how to handle it, particularly for large events. He will provide knowledge that many of the delegates will find useful in the area of marketing and promotion.

Ken Hill, a Mohawk from Six Nations, and **Jerry Montour**, a Mohawk from Wahta, are partners with others at Grand River Enterprises, which is located on the Six Nations Indian Reserve. GRE, which is a cigarette manufacturing plant, is the largest private business on the Six Nations Reserve, employing approximately 175 people. They have recently expanded operations to a plant located in Germany and are also looking at establishing a plant in South Africa. Ken and Jerry will talk about this exciting international project.

Patrick Madahbee is the Chief of the Sucker Creek First Nation on Manitoulin Island. He is also one of the founders of the Little N.H.L., an Annual Hockey Tournament for young First Nations girls and boys. The Tournament has been in existence for 35 years and has seen some of the young hockey players go on to the National Hockey League. Patrick will talk about the benefits of the Tournament not only to the young participants, but the economic benefits to the host cities. In a separate presentation, Chief Madahbee will also speak about the various tourism initiatives that the First Nations on Manitoulin Island are exploring.

Sylvia Maracle is from the Mohawks of the Bay of Quinte. She is also representing one of the conference sponsors, the Ontario Federation of Indian Friendship Centres – Grand River Employment and Training Initiative (OG-I).

Blair Martin is from the Six Nations Reserve. He is representing one of the sponsors of the Conference, the Ogwehoweh Skills and Trades Training Centre, and will be making a presentation on the different courses that are offered at the Training Centre.

Mayor Lawrence Martin is a Cree from Moose Factory, Ontario, and is the current Mayor of Cochrane, Ontario. He is also a former Mayor of Sioux Lookout, Ontario. Lawrence is also a Juno Award Winning musician and a Canadian Aboriginal Music Award Winner. In his presentation, Mayor Martin will speak about the Polar Habitat Project being undertaken by the City of Cochrane. His presentation will inform delegates about the exciting project with a view to encouraging more tourism into that area, which will in turn, reap economic benefits.

Ness Michaels is this year's Canadian Aboriginal Music Awards 2004 Music Industry Award recipient. He is President of the Sunshine Group in Winnipeg, Manitoba, and is also a member of the Advisory Board for the Canadian Aboriginal Music Awards. Ness has produced numerous recordings of country, rock, pow wow, comedy hip hop and gospel music. He will be speaking about the arts and music industry and how it relates to the business of tourism and culture.

Delby Powless Jr. is from the Six Nations Indian Reserve and is currently playing lacrosse for the Six Nations Chiefs. Delby was the 2003-2004 winner of the Tom Longboat Award. He recently completed studies at Rutgers University in New Jersey where he was the top field lacrosse player for that team. He has also played for the Iroquois Nationals in the World Lacrosse Tournaments. It is expected that Delby will be one of the top drafts in the National Lacrosse League's Draft this September. He will also be continuing his studies this fall at Brock University. Delby is a strong role model for young athletes and will speak about the importance of lacrosse to our people, from a cultural perspective.

Ron Roberts is the Director of the Canadian Aboriginal Festival, along with his wife Catherine Cornelius. Ron will speak about the many details involved in planning a large event such as the Canadian Aboriginal Festival. The information that Ron will provide will enable delegates to obtain useful information in organizing events at their own locations.

Marsha Smoke is an Ojibway from the Alderville Reserve in Ontario. She is the President of Pash Travel, a business she established and runs with the assistance of her daughter. Marsha will speak about international tourism.

Darlene Speidel is a Lakota from South Dakota and has been working with the Saskatoon Indian Cultural Centre for several years. Darlene will be speaking about tourism and culture from the perspective of a Cultural Centre.

Cy Standing is a Dakota from Wahpeton Dakota Nation in Saskatchewan. He is a former Chief of the Wahpeton Dakota Nation, former Grand Chief of the Dakota Nations of Canada and former Vice-President of the Federation of Saskatchewan Indian Nations. Cy has been the Chair of the Wanuskewin Heritage Park prior to and after its opening in 1992. He will speak about their efforts at getting established and their success to date. Delegates will obtain valuable knowledge from hearing about Wanuskewin Heritage Park's efforts that they will be able to use with any of their own tourism initiatives that they might be undertaking. They will also learn how Wanuskewin has incorporated First Nations culture into the Heritage Park. In addition to his Chairmanship at Wanuskewin, Cy Standing is also a Commissioner on the National Parole Board.