

# MIZIWE BIIK

## Newsletter

### West Edition

#### 2013



## Inside this edition

### Featured program information

#### Aboriginal Business Resource Centre (ABRC)

The Aboriginal Business Resource Centre (ABRC) was launched in 2004 to address a gap identified by the community to service Aboriginal entrepreneurs. The centre offers individual business consultations, coaching and links to other service providers.

### Client success stories

#### Miziwe Biik Employment and Training Success Stories

This quarter highlights the success of Holly Kelba, a Toronto born urban Mohawk belonging to Upper Cayuga, Six Nations. More details on Holly can be found on page two.

### Tips and tricks

#### Key Components of your Business Plan

The Aboriginal Business Resource Centre provides tips and tricks on what you need to include in a business plan.



### Introduction

Welcome to MIZIWE BIIK's Newsletter, West issue. Our purpose is to serve as a resource to the Aboriginal community by providing information and updates pertaining to our programs and services.

Our collection of employment, business development and program co-ordinators related insights and developments cuts through information clutter to bring you illuminating news. Each quarter we will feature client success stories and provide details on the programs and services offered through Miziwe Biik. From Miziwe Biik Aboriginal Employment and Training, Miziwe Biik Development Corporation and Thunderbird, we will provide the community answers to frequently asked questions through tips and tricks.

Thank you for reading on!  
*Nancy Martin, Executive Director*

### Four directions

The Four Directions of East, South, West and North carry many teachings. These teachings reflect the four seasons and the four stages of life: childhood, adolescence, adulthood and Elder. The Four Directions also give teachings about the four parts of human personality – the physical, mental, emotional and spiritual – and they show us how all peoples are connected.

Our newsletter will honour these teachings by referencing each edition with a direction and provide the associated teaching. In this edition, as with the medicine wheel, we provide teachings based on the West direction.

### West direction

The time of fall, the setting sun brings a new awareness in this time of gradual change. When the darkness comes we must look inward to find the light and have courage. To understand what we see in the darkness may not be real but only shadows.

This is the emotional part of ourselves, like the flowing water we must learn to go with the flow of life. The time of the West is when we learn that we are responsible to all things and to each other. It is the time to prepare, to finish things for the time of winter is coming.

*Jimmy Dick, Traditional Teacher of James Bay Cree Nation*

# Featured program

## Aboriginal Business Resource Centre

*Entrepreneurship or Self Employment can be very rewarding. But not everyone is suited for this career choice.*

Starting and operating a business requires considerable planning and attention to detail. You should have excellent research skills and be comfortable and competent with the decision making process. Your Business Plan presents your business in a detailed and organized fashion.

Preparation is the key to success or failure of any small business. It's easier to correct a mistake "on paper" than it is once your business is up and running. The business plan is a living working document that takes considerable time and effort to develop. It may seem overwhelming at first but taking a step-by-step approach will make the process more manageable.

### *Why do I need a business plan?*

Your business plan will be a valuable source of information for lenders, investors and yourself. It will address your weaknesses and capitalize on your strengths. The detail and size of your business plan is reflective of the nature and size of your business. Pay particular attention to the financial details.

Your business plan is a living document. When well written it will explain everything about your business and what you plan to accomplish. Your business plan may change as your business changes therefore paying an agent or organization to write your business plan is never a good idea as you may have to pay a fee each time you make a change.

*Turn to page 3 for additional details about writing your business plan.*

## Client Success Stories

### **Holly Kelba, Urban Dog Trainer/Pack Leader**

Holly Kelba, a member of Upper Cayuga Six Nations, was a youth and a recent high school graduate who was looking for guidance and advice about pursuing a career in the veterinary field, as a veterinarian technician.

After graduating from high school, and a couple of stints in the retail sector, Holly decided to take the summer off to raise her own large breed puppy. At 5 months old, her pup was old enough to stay on his own, so Holly started her job search. When she initially came to Miziwe Biik Aboriginal Employment and Training, she had a strong passion for animals and reptiles but lacked work experience related to her career goal.

Holly contacted Miziwe Biik and through the Employment Ontario program and started working with a Job Developer. Together they identified an employment goal and created a plan so she could gain the work experience she needed to secure a full time job. A Job Developer at Miziwe Biik partnered with an employer located in Toronto who could provide a wide variety of training techniques tailored to dogs. Holly's initial focus was centered on therapeutic swimming for dogs and even included appearing in a segment on TV's Animal Planet demonstrating this technique.

Upon the completion of On-The-Job Training project Holly was hired on full time as an Urban Dog Trainer/Pack

## Tips and Tricks

*Writing a business plan can be a daunting challenge. However, this skill is a vital requirement for any entrepreneur or business wanting to increase their chances of survival.*

Here is a sample of what a business plan should include:

### 1 - Executive Summary

Provides a brief overview of what the business is, what it will cost and how it will grow. This is part of the business plan, while appearing first in the document, might be completed last.

### 2 - Ownership and management

It is important to describe how the business is owned and how it will be managed.

### 3- Marketing

This section of the business plan provides details of the market or the customers to be attracted and served by the business. It should include a strategy to compete in the marketplace and makes some assumptions about how much business will be secured over time.

### 4- Operational plan

This part of the plan provides details to where the business will be located and the facilities available to house the business. It should also provide details the work involved and any limitations.

### 5- Financial plan

The financial plan provides projected cash flow for year one and includes how much money is available at start up and how much money is expected to be made every month.

### 6 - Appendices

In this section of the business plan, you would include information that supports the plan. Items may include a resume, evidence of cash equity, letters of support, marketing plan, etc.



## Online Employment Job Boards

- [Workopolis](#)
- [Monster](#)
- [Job Bank](#)
- [Aboriginal Job Centre](#)
- [Inclusion Network](#)
- [First Nations Jobs](#)
- [Amik](#)
- [Indeed](#)
- [Wowjobs](#)
- [Eluta](#)
- [Nonprofit Jobs](#)
- [City of Toronto](#)
- [Ontario Public Service](#)
- [Federal Public Service](#)

## What's happening in October?

First Aid/CPR  
October 3<sup>rd</sup> & 4<sup>th</sup>

Resume Writing  
October 9<sup>th</sup> @ 2:00 pm

Interview Skills  
October 10<sup>th</sup> @ 2:00 pm

Networking Skills  
October 11<sup>th</sup> @ 2:00 pm

Second Career Info Session  
October 20<sup>th</sup> @ 2:00 pm

**Closed Thanksgiving Monday  
October 14<sup>th</sup>**