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*“Growing Together, Community...”*



## SIEF Annual General Meeting 2019



Lucy Pelletier presents Daren Masten of the Hoopa Valley Tribe in Southern California a gift of appreciation for his presentation to the SIEF Annual General Meeting.

A symposium dedicated to Entrepreneurial and Economic Development for Saskatchewan First Nations and the Annual General Meeting for the Saskatchewan Indian Equity Foundation was held on Friday, Nov. 22, 2019 at the Saskatoon Inn and Conference Centre.

Daren Masten of the Hoopa Valley Tribe in southern California was the keynote speaker. He spoke about leadership and inclusion.

Dr. Ken Coates was the luncheon speaker. He is the Canada Research Chair at the University of Saskatchewan and delivered an insightful presentation on the trends of Indigenous inclusion in business.

Melvina Aubichon was newly elected to the board of directors and will join the team of Dana Soonias, Crystal Fafard, Terry Kremeniuk, Juliano Tupone, Trevor Acoose, Audrey Ahenakew, Lucy Pelletier and Senator Harry Cook.

The two grand prize draws for trips to Las Vegas were made and awarded to Chief Ina Whitehead and to Amber Sangwais.

Other items of business at the AGM included the presentation of financial statements for the year and the appointment of Deloitte Chartered Accountants as auditor for the next fiscal year.



“I was quite shocked and hesitant at the time. I was only 22 years old and I didn’t feel I had enough experience or knowledge to operate my own salon.”

Trevor Acoose, Vice Chairperson and Lucy Pelletier, Chairperson of the SIEF Board of Directors present Destinee Peter with the SIEF Entrepreneurial Spirit Award at the SIEF Annual General Meeting and Economic Development Symposium.

## Destinee Peter Entrepreneurial Spirit Award

BY MARTIN CHARLTON COMMUNICATIONS

**Destinee Peter (Saulteaux) was born to be a hair stylist.**

Once she got her hands on a pair of scissors, she ran with them and didn’t turn back. Of course, her mother experienced a few agonizing moments along the way. Destinee was still in her pre-teen years when she used her younger sisters as practice models, cutting and styling their hair to the point where her youngest sister needed to wear a bandana for weeks to cover up Destinee’s latest attempt at a haircut. But those days are in the past. Destinee has ascended from hair stylist and esthetician to proud business owner of Tangles Hair and Beauty Salon.

She is the recipient of the Saskatchewan Indian Equity Foundation (SIEF) Entrepreneurial Spirit Award for 2019.

“It’s hard being a business owner,” Destinee said. “I feel I have so much more room to grow.”

Destinee, 28, is from Carry the Kettle Nakoda Nation. After she graduated high school she immediately enrolled in cosmetology at Avant-Garde Beauty College. She eventually earned a full-time job at Tangles and after three years of growing her clientele, and at the ripe age of 22, the owner approached her and asked if she would be interested in purchasing the salon.

She eventually said yes and immediately went to work in upgrading the salon’s appearance and expanding the services it offered.

The salon’s interior was renovated and a new esthetics room was built. The signage on the front of the building also was given a new look.

All of this while she was pregnant. Her son Theo, who is 16 months old, has practically been raised at the salon. Destinee was not able to take maternity leave, so Theo became fast friends with salon staff.

“Being a woman entrepreneur and a working mom is very difficult during the first year of your child being born,” Destinee said. “I wasn’t there for every first and I felt like I spent so much time away from him during his first year. But I wouldn’t change it for the world because to see the continuous growth in my salon makes me feel super proud of how far I have come...”

Destinee knew more work was needed in order to be competitive with other salons. After a business plan and marketing strategy was completed, she approached SIEF and asked for assistance in bringing her plan to fruition.

SIEF and Women Entrepreneurs in Saskatchewan (WESK) worked together to provide a loan for Destinee. She put the money toward a laser machine.

“I am now able to offer more services,” she said.

As the list of services grew, so did her staff. She has seven employees – three are full-time, two are part-time and two are casual.

“With the help from SIEF, I was also able to rebrand and get together a beautiful website and new logo to match the interior of my salon,” Destinee said. “This definitely hasn’t been an easy six years of owning Tangles, but it is so rewarding and satisfying to see all the progress made.”

Destinee is an excellent example of a First Nation individual working to create sustainability. The work Destinee has done to improve this business is very important in furthering the First Nation business community. SIEF congratulates the 2019 winner of the SIEF Entrepreneurial Spirit Award, Destinee Peter.



“ There’s something about farming that you just have to love because it’s not an easy way to make a living. ”

## Everette Bear

**Goodbyes can be bittersweet. Just ask long time Saskatchewan Indian Equity Foundation board member Everett Bear.**

**A**fter almost 16 years with SIEF, Everette announced his resignation.

“It is a really great organization with really great people,” he said from his home on the Muskoday First Nation.

Everette, 84, is not ready to slow down. He was elected to council for his First Nation, where he will focus the next two years of his life serving his people.

“I don’t know how to retire,” he said.

Muskoday owns a bison herd, so, naturally, Everette will oversee the maintenance and care of it, as well as other duties including infrastructure and the machine shop.

“It’s a challenging job,” he said.

But that’s nothing new to him. Everette always has been a man of action and prefers to stay busy. This is something he has applied to his personal and professional life and it hasn’t steered him wrong.

Everette has a long history with farming.

“My grandfather had a farm. My dad had a farm, and, when I was a kid, I was given cattle and horses to take care of,” he said. “There’s something about farming that you just have to love because it’s not an easy way to make a living.

“I always say if you want to be a successful farmer you’ve got to love farming,” he said. “It’s a way of life. If you are not completely into it, then it will be hard to make a living off of it.”

Everette was able to do just that and farmed land both on and off reserve for decades.

In 2003, after 52 years, he retired. Or so he thought.

His combined experience as a cattle and grain farmer attracted the attention of SIEF. Everette was asked to be part of the board for the agricultural sector.

Surprisingly, he knew very little about the organization, having never accessed any of SIEF’s programs or services. The more he learned, the more he came to appreciate not only SIEF’s mandate, but all the people involved with it.

Everette was no stranger to being a part of boards, having been a board member of the Saskatchewan Wheat Pool and a couple of other organizations in the province.

What set SIEF apart from the other boards was the impact it has not only on individuals but on communities.

“It’s all about helping people and if you can help people, you can sleep at night because you have achieved something,” he said. “Starting and maintaining a



Lucy Pelletier (Chairperson of SIEF) and Crystal Fafard (Board Member) honour and blanket Everette Bear at the SIEF Annual General Meeting held in Saskatoon, Sask. on Friday, November 22, 2019. Everette Bear was recognized for his many years of service on the SIEF Board of Directors.



Chief Ina Whitehead and Amber Sangwais were the grand prize winners of trips to Las Vegas.



*Everette Bear continued*

business is hard work and establishing one on-reserve is even more challenging.”

Everette believes providing First Nations people an opportunity to start a new business is a great way to build a stronger province.

Although he is going to miss being a part of SIEF, he knows it will continue to do great things.

“I enjoyed working at SIEF and (I enjoyed) the people, from the management to the board of directors,” he said. “We have had some come and go, but I think we

are a very strong organization and I think we do a lot for the people.”

It was a great experience for him to see SIEF evolve over the past 16 years and to continue that trend.

“I have seen other organizations go belly-up because they didn’t do what they were supposed to be doing. But I think SIEF is on track,” he said. “I am looking forward to seeing SIEF expand and grow and be there for a long time. While I was there, I hope I did my part.”

# Merry Christmas

**Wishing everyone a Merry Christmas  
and Happy New Year**

From the SIEF Board of Directors,  
Staff and Management



SASKATCHEWAN INDIAN EQUITY FOUNDATION INC.

Asimakaniseekan Askiy Reserve

202A Joseph Okemasis Drive, Saskatoon SK S7N 1B1

Tel: (306) 955-4550

[www.sief.sk.ca](http://www.sief.sk.ca)