

## Contents

DECEMBER 2021

Prairie Trail Co.....	2
2021 Entrepreneurial Spirit Award .....	4
Annual General Meeting .....	7
Staff Directory .....	8



(Left to right) April Sanderson, Administrative Assistant with SIEF, Racheal Smith, owner of Bannock Express, and Cree Cheechoo, Business Development Officer II with SIEF.



**T**he Board of Directors, Management and Staff of the Saskatchewan Indian Equity Foundation hope you have a *joyous celebration for Christmas* and that you find time to *reflect and appreciate all that was good in 2021.*

In the spirit of giving during the holiday season, a donation of \$250 by the staff of SIEF was matched by a contribution by SIEF's board to provide \$500 to Bannock Express in Saskatoon. Bannock Express has a donation wall that provides meals to those in need, including single parents, families, people in the hospital and people who are homeless and have nowhere to go.

As this new year begins, we all wish you and yours a *very happy, healthy and prosperous 2022.*



Derek Anaquod with his son, Royce, who inspired him to start his business, Prairie Trail Co.

## Prairie Trail Co.

BY MARTIN CHARLTON COMMUNICATIONS

**T**he COVID-19 pandemic made it clear to Derek Anaquod how important it was to him to focus his attention and efforts on what provides him meaning, leading him to become an entrepreneur and start his business, Prairie Trail Co.

Earlier in his life, he had served six years in the 1st Battalion of Princess Patricia's Canadian Light Infantry, completing two tours of duty in Afghanistan. He spent another eight years working in oil and gas, becoming a 4th class power engineer. He has also had other employment, working in pipefitting and plumbing, restaurants, and even door-to-door marketing.

When the pandemic began, Derek had been training as a primary care paramedic to become a firefighter. He began to question that path and where he wanted it to lead in the future during the time that Saskatchewan residents were required to tightly limit our in-person interactions to reduce the spread of the virus.

He recognized what matters most to him was being a father to his young son, doing work he finds mentally and physically stimulating and providing support to those coping with strain on their mental health. That assessment of his values prompted him to make a big change in his life.

"I've realized I'm done wasting time doing things that I no longer like doing just for the sake of it. It made me realize that happiness is way more important than anything," said Anaquod.

Deciding to create his own employment opportunity that was based on pursuing his own interests required a plan and funding. He had a garage he knew he could transform into a workshop for a business. As he was developing his idea of what he would build in that workshop, a friend introduced him to SIEF.

Derek is grateful for that recommendation and the support he has received from SIEF since connecting with Cree Cheechoo.

**“By just talking to (Cree) when we all were in our bubbles helped me to stay motivated. Being able to discuss the future and maintain that communication really helped get the ball rolling.”**

"She was a massive help. I really appreciated that she stayed in contact with me."

By working with Cree, he was able to secure a grant that funded 75 per cent of the cost of his business plan. He also had 40 per cent of his project costs covered and was able to secure a bank loan for the remaining amount he needed. His business will be monitored for three years in conjunction with the program policy.

Her encouragement was how he moved from having an idea to developing a growing business known as Prairie Trail Co. in Regina.

“Prairie Trail Co. is a full interior, exterior design, manufacturing and installation company,” said Anaquod.

Prairie Trail Co.’s has three divisions: Epic Landscaping, Steel Pipe Creations and Memorable Gifts. Each division will be ramped up in phases over its first year in business.

The business was started in June 2021 when the landscaping season in Saskatchewan was underway. Epic Landscaping focusses on xeriscaping, which is landscaping that is less reliant on irrigation without sacrificing attractive design. Anaquod provides the design and landscaping services.

Now that the landscaping season is over, he is eager to build up his Steel Pipe Creations division. For this division, he designs and manufactures pipe and wood shelving and other “creations”, such as railings, curtain rods, coat hangers, garage storage and more. He can custom design and manufacture the items, adjusting the materials used, the size of the piece and many other features so customers get exactly what they want and need. He will also install what he builds.

“I enjoy that kind of a challenge or problem solving, but I also enjoy being able to work with my hands. That’s what excites me,” said Anaquod.

The third division he will work to build is known as Memorable Gifts. That division will work with customers to design and manufacture meaningful items made of wood and other materials.

He is pursuing e-commerce so he can sell what he produces online. His website for Prairie Trail Co. explains what he brings to the business as a person, how customers can collaborate with him on projects as well as his aspirations for the future.

In addition to starting his business, Derek is eager to support the community through charities he is developing – PTC Charity and Trails 4 Tots.

Trails 4 Tots encourages parents to make memories with their children through outdoor activities. Derek is passionate about trail running and has taken his son out

numerous times on the trails to experience them as well as to build his endurance. His intention is to invite other parents to participate in outdoor activities that he coordinates.

PTC Charity is intended to provide support for those coping with mental health struggles. Anaquod is deeply interested in helping those who work in what he terms “mental health debilitating professions” or MHDP, such as veterans, First Responders, frontline workers in medicine, corrections and policing and more. He appreciates a holistic approach to mental health care and wants to expand awareness of options available, including creative expression, cultural healing, animal therapy, peer support, education and more.

Starting Prairie Trail Co. as well as Trails 4 Tots and PTC Charity allows Anaquod to incorporate all that matters most to him. He is determined to build an organization that gives back to the community and inspires his son to feel proud of him.



Prairie Trail Co. has three divisions. One is Steel Pipe Creations for which Anaquod designs and manufactures pipe and wood shelving as well as railings, curtain rods, coat hangers, garage storage and more.



Jake Sinclair, Anytime Fitness

## 2021 Entrepreneurial Spirit Award

BY MARTIN CHARLTON  
COMMUNICATIONS

**The Saskatchewan Indian Equity Foundation has chosen two businesses to win the annual Entrepreneurial Spirit Award for 2021.**

These two winners – Anytime Fitness and 3R Innovative Imaging – are First Nation-owned entities that exemplify forward movement and involvement to create sustainable economic development for First Nations of Saskatchewan.

The winners were presented an award and recognized at the Saskatchewan Indian Equity Foundation's Annual General Meeting on Nov. 19, 2021 at the Dakota Dunes Resort.

## Anytime Fitness

**Adversity is to be overcome and Jake Sinclair is proof it is possible for entrepreneurs. Sinclair owns two Anytime Fitness locations in Regina.**

**S**ince getting into the franchise business and opening the gyms in 2019, Jake has successfully overcome a number of challenges to grow the business.

Repairing damage caused by two floods due to broken pipes in a neighbouring business, an errant driver crashing into the building and a leaking air conditioner was only the beginning.

The pandemic added a whole other layer of difficulty. Running a gym over the last 20 months – especially ones open to members 24 hours a day, seven days a week – has meant coping with shutdowns and restrictions and finding ways to navigate through the financial difficulties that resulted.

At one point, he was prepared to live in the gym to afford to keep the business staffed at all hours as was required by provincial health officials at one point during the pandemic. He also considered selling a location, but was fortunate not to have to pursue that option.

Each time, he has found ways to deal with what he faced. By marketing the business, pursuing options recommended by SIEF staff and advocating for the business with provincial health officials, the gyms have done more than survive. Membership sales have increased by 20 per cent since the beginning of the pandemic.

Plus, the gyms are giving back to the community, supporting groups such as Regina Treaty Status Indian Services (RT/SIS), the ALS Society of Saskatchewan, Canadian Blood Services and the Isabel Johnson Shelter, through charitable efforts.

The 14 people working for the gyms are encouraged to organize charitable activities that align with what is important to them. Sinclair aims to inspire those working for him to do good for others, believing this encourages a higher performance.

He appreciates his employees' dedication to checking the vaccine status of members of the gyms and, as necessary, the COVID-19 test results of unvaccinated members in addition to handling their other duties.



## 3R Innovation Imaging

**Students at One Arrow First Nation are learning about entrepreneurship by being in business.**

**3R** Innovative Imaging has been selling culturally significant artwork created by the students since 2019. The business is part of the Indigenous Youth in Business Initiative at the Almightyvoice Education Centre. Joe Taylor is the coordinator who works with the 15 students from grade 5 to grade 10 who participate in the business.

“To participate, they have to do the 3As – attend school, have a positive attitude and meet their academic requirements,” said Taylor.

3R represents recycle, re-use and re-invent. Taylor happened upon a stack of cabinet doors that had been disposed of and as well as some discarded laser engraved designs while interacting with the owner of another business. Those materials gave him an idea.

“One of my responsibilities is to find business opportunities for the kids to do for themselves in the community and mentor to them to take it on,” said Taylor.

The business started using cabinet doors as a base upon which laser engraved designs are mounted. Students add their own touch with paint, which is what attracted

Fifteen students from Almightyvoice Education Centre at One Arrow First Nation participate in 3R Innovative Imaging. Some of those students are (left to right) Roman John, Hades (Peanut) Baldhead-John, Lee (Andy) Daniels, Serena Sutherland, Phoenix Villiers and Ruby Daniels.

Grade 10 students Ruby Daniels and her twin, Andy Daniels, to the business. They saw other students using spray paint and were intrigued.

Ruby explains that she has gained much more than experience painting. She is currently contributing to the development of a website, a Shopify account and social media accounts. The students and Taylor are preparing to be vendors in a digital sale based out of the National Arts Centre Indigenous Theatre known as Adàwàning: Indigenous Women’s Virtual Art Market.

Prior to the pandemic, the students would sell the artwork at trade shows, conferences, and other events in person. Ruby appreciated seeing the other vendors’ displays and learning from them.

“They all had tailor-made sayings about everything and they knew how to explain their business and market themselves,” said Ruby.

Then there is public speaking. Not long ago, Ruby was featured in a pitch video representing the business for Pow Wow Pitch, a competition for Indigenous entrepreneurs of all ages and types across Turtle Island.



3R Innovative Imaging started using cabinet doors as a base upon which laser engraved designs are mounted. Students add their own touch with paint.

The competition had 1650 applicants with a number of them shortlisted and categorized. 3R Innovative Imaging was a runner-up in the youth category, which entered the business into the finals with 28 other businesses.

**“Getting to the finals was a victory in our minds, knowing that the competition was fierce.”**

“There were a lot of great business ideas and models and some very accomplished entrepreneurs in the finals.

“Being named fourth overall was a crowning jewel.”

Demand for 3R Innovative Imaging’s artwork continues to grow as the business gains more exposure as they receive awards.

The artwork is also being noticed in retail locations where it can be purchased. Wanuskewin Gift Shop’s three locations – at Wanuskewin Heritage Park, on Broadway Avenue in Saskatoon and at the Dakota Dunes Hotel and Casino – sell the artwork. Their products are also available at Becky’s Place in Fort Qu’Appelle, Dakota Spirit Beads and Supplies in North Battleford as well as the gift shop at the Batoche National Historic site.

The students have expanded into other items, such as rearview mirror hangings, which can be purchased at Fire Creek Gas & Grill as well as Creeway Gas in Saskatoon plus the One Arrow Gas Bar. Since introducing this new item, they have sold over 1000 of them.

Getting to this point has taken some creativity and determination. The pandemic created challenges and forced the students and Taylor to seek out and secure new opportunities, such as forming relationships with retail locations to sell the artwork. Safe ways for the students to continue to produce the work also needed to be figured out while the school was closed. That plan had to be approved by the chief and council of One Arrow First Nation, which funds the Indigenous Youth in Business Initiative and Taylor’s position. He is also responsible for supporting other entrepreneurs as well as economic development efforts in the community.

Through this business, the opportunities for students at Almightyvoice Education Centre to gain new skills and experiences keeps growing. A laser engraving machine has been purchased by One Arrow First Nation, which will train the students in how to turn their ideas into designs that, through computer programming, are cut out by the machine.

“I keep telling them that this experience on a resume is going to benefit them down the line,” said Taylor.

The students are also learning the basics of business, such as expenses and profits, marketing, sales skills and more. Taylor said some may decide to pursue entrepreneurship as a career later in life, but the opportunities they get through participating in 3R Innovative Imaging to meet people and learn skills and gain knowledge may lead them down other paths.



# Annual General Meeting

The Annual General Meeting for the Saskatchewan Indian Equity Foundation Inc. (SIEF) was held on Friday, Nov. 19, 2021, at the Dakota Dunes Resort and Casino at Whitecap, Sask.

The SIEF Annual General meeting featured highlights from the last fiscal year that included the presentation of the audited financial statement, Chairperson's report, and a resolution for the appointment of Deloitte Chartered Accounts as auditor for the next fiscal year. Delegates were informed that SIEF will be celebrating its 35th Anniversary in 2022 with special events throughout the year.

The luncheon featured an address from Alex Fallon, CEO of the Saskatoon Regional Economic Development Authority (SREDA). There were two winners for the SIEF Entrepreneurial Spirit Award this year. The awards were presented to 3R Innovative Imaging from One Arrow First Nation and Jacob Sinclair of Anytime Fitness of Regina.

There were 55 people in attendance for the event. There were 10 door prize winners of \$500.00 cash.

SIEF would like to thank the Chiefs and delegates for their attendance and look forward to a COVID-19-free celebration in 2022!



TOP: Jake Sinclair of Anytime Fitness pictured with Trevor Acoose, Vice Chairperson of the SIEF Board of Directors. Sinclair is a winner of the Entrepreneurial Spirit Award.



RIGHT: Alex Fallon, CEO of SREDA, the Saskatoon Regional Economic Development Authority, presented at the luncheon at the AGM. He is pictured with Lucy Pelletier, Chairperson of the SIEF Board of Directors.



Lucy Pelletier, Chairperson of the SIEF Board of Directors, presents the Entrepreneurial Spirit Award to students from One Arrow First Nation who are part of 3R Innovative Imaging. The students are (left to right) Ruby Daniels, Lee (Andy) Daniels and Hades (Peanut) Baldhead-John.

## SIEF invites logo designs

**SIEF looks forward to celebrating 35 years of serving First Nation entrepreneurs in 2022.**

Those with artistic talents are invited to help SIEF mark this special occasion.

A new logo will be developed for SIEF and design submissions are being accepted for consideration.

This new logo will be used to identify SIEF for years to come. As one of Canada's first Aboriginal Financial Institutions, SIEF's board of directors and staff recognize the importance of appreciating what it has meant and will continue to mean to be leaders in providing innovative financial products and services to grow the First Nation

entrepreneurial and business spirit in Saskatchewan. The new logo will meaningfully represent this importance.

Should a design submitted to SIEF be chosen for its next logo, the person who created it will be honoured with \$1000. The deadline for submissions is June 2022.

Anyone interested in creating and sharing a logo can contact Terry Brodziak for details.

More information will be shared in the coming months about the other ways in which SIEF will mark this milestone during 2022.

## Staff directory

NAME	TITLE	DIRECT	EMAIL
Terry Brodziak	General Manager	306.955.8570	tbrodziak@sief.sk.ca
Judy Clouthier	Commercial Account Officer	306.955.8573	jclouthier@sief.sk.ca
Jennifer Sutherland	Agriculture Account Officer	306.955.8693	jsutherland@sief.sk.ca
Cree Cheechoo	Business Development Officer II	306.955.8574	ccheechoo@sief.sk.ca
Diane Peepeetch	Business Development Officer I	306.955.8577	dpeepeetch@sief.sk.ca
Barb Tawpisin	Office/HR Manager	306.955.8572	btawpisin@sief.sk.ca
Ray Jones	Accountant	306.955.8571	rjones@sief.sk.ca
April Sanderson	Administrative Assistant	306.955.4550	asanderson@sief.sk.ca



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)