



Canadian Council for  
**ABORIGINAL**  
BUSINESS



ANNUAL REPORT

**2009**

Building Relationships, Sharing Knowledge.



## ABOUT CCAB

The Canadian Council for Aboriginal Business (CCAB) was founded in 1984 by a small group of visionary business and community leaders committed to the full participation of Aboriginal people in Canada's economy. A national non-profit organization, CCAB offers knowledge, resources and programs to both mainstream and Aboriginal owned member companies that foster economic opportunities for Aboriginal people and businesses across Canada.

## MISSION

To foster sustainable business relations between First Nation, Inuit and Métis people and Canadian business.

## VISION

To be the recognized source for commercial opportunities between First Nation, Inuit and Métis people and Canadian business.

## CORE VALUES

- Respect for First Nation, Inuit, Métis culture and values.
- A high standard of business ethics.
- Open, honest and transparent relationships with all stakeholders

## BOARD OF DIRECTORS

Co-Chair, **Ron Jamieson**

Co-Chair, **Paul Summers,**

Clemmer SteelCraft Technologies Inc.

Treasurer, **John Dutschek,** Dutschek & Company

Secretary, **Kara Flynn,** Syncrude Canada Ltd.

**Cande Dandele,** Ceridian Canada Limited

**Kim DeVooght,** IBM Canada Ltd.

**Tony Grice,** Tony Grice & Associates

**Nick Javor,** Tim Hortons

**Dean Johnson,** Sodexo

**Brenda LaRose,** Higgins International Inc.

**Howard Morry,** Pitblado LLP

**Cathy Pin,** BMO Financial Group

**Alan Reid,** EnCana Corporation

**Christopher Tipton,** Xerox Canada Ltd.

**Robert Waite,** Canada Post Corporation

# LETTER FROM THE CO-CHAIRS

Dear Friends of CCAB:

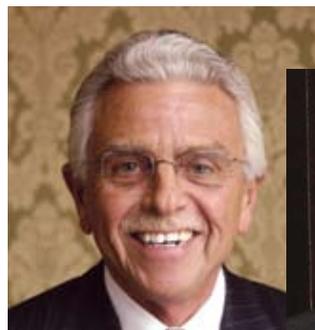
It is our pleasure to present the 2009 annual report on the Canadian Council for Aboriginal Business (CCAB), the year we celebrated our 25th year Anniversary. Over the last 25 years, we have witnessed the evolution of an organization that continues to make its mark on the Canadian business landscape. This year's report includes a section that honours our founder Murray Koffler, along with CCAB's accomplishments for the past year.

Both the CCAB and its Aboriginal and non-Aboriginal business members were able to weather the storm of the Great Recession. Despite the uncertainty of 2009, CCAB staff implemented many of its initiatives under its three year strategic plan. A few highlights of 2009 included:

- Official launch of the Aboriginal Business Mentorship Program
- Creation of a new CCAB website
- Release of "Achieving Progressive Aboriginal Relations", the first in a series of reports on best practices of Gold level certified companies in the CCAB Progressive Aboriginal Relations program
- Strategic partnerships with the Industry Council for Aboriginal Business and the Toronto Board of Trade
- Hosting the Forum on Aboriginal Relations and Corporate Social Responsibility
- Business luncheon in Saskatoon with keynote speaker Don Drummond, Chief Economist of TD Bank Financial Group

We are very proud of these accomplishments. We are convinced they add value to local and regional Aboriginal economies from coast to coast.

Thank you to all those who helped in achieving these goals. After 25 years, CCAB remains a leader in facilitating business relationships in the Aboriginal market.



Sincerely,  
**Ron Jamieson,**  
*CCAB Co-Chair*



**Paul Summers,**  
*CCAB Co-Chair, Chairman  
and CEO, Clemmer SteelCraft  
Technologies Inc.*

# LETTER FROM THE PRESIDENT

Dear Members, Patrons and Supporters:

This year was important for the Canadian Council for Aboriginal Business as we celebrated 25 years of excellence. It is difficult to put into words the significance of Murray Koffler's vision on the role of the private sector in helping Aboriginal people. Mr. Koffler was having this conversation well before any of the major institutions of Canada – courts, governments, media – recognized the economic power of the First Peoples.

At the CCAB, we continue to build on Mr. Koffler's vision and passion. Aboriginal business is evolving at a rapid rate, and CCAB has executed an action plan that provides value to those operating in this space. We extended our reach by building relationships with key business associations that will enhance the value proposition to CCAB members. As well, we demonstrated our commitment to thought leadership by conducting research, providing relevant business information on the key components to achieving progressive community relations.

For CCAB members, we believe this annual report will demonstrate a return on their investment in the organization. There is much more to come in 2010. I truly believe that with you on our side, we will come out of this period of economic downturn stronger and even more capable of meeting the needs of our members.

Thank you for your support in 2009, and we look forward to an exciting 2010.

Sincerely,  
Clint Davis, *President & CEO*



## FISCAL YEAR AT A GLANCE:

Aboriginal students who received FAAY scholarships and/or bursaries:

141

Total amount of education funding disbursed:

\$307,000

Growth in CCAB membership:

61%



# CELEBRATING 25 YEARS OF EXCELLENCE

Twenty-five years ago, corporate titan Murray Koffler saw an opportunity and acted.



*“According to Aboriginal beliefs, I’m told, the decisions one makes today, however, well or ill conceived, will affect people’s lives for seven generations to come. Little did I realize that my decision to try to marshal corporate resources to help Canada’s First People’s achieve economic independence would turn out to be one of the best decisions I ever made”.*

*(Murray B. Koffler: Accidental Legacy)*

As founder of Shoppers Drug Mart and co-founder of the Four Seasons Hotels and Resorts, he was an individual of immeasurable influence in business circles. Throughout his career, he, like many Canadians, had limited knowledge and interaction on Aboriginal issues. But in 1981, this all changed. While visiting Calgary to inspect a Shoppers Drug Mart and a Four Seasons, he came face to face with the plight of local Aboriginal people.

What he saw motivated him to assemble a group of individuals from both the private and public sector to create a strategy that would help Aboriginal people improve their lives by being involved in business. In 1983, the Canadian Council for Aboriginal Business was born. And as they say, the rest is history.

On February 18, this twenty five year history was celebrated in downtown Toronto. With a keynote address by renowned author John Ralston Saul and a special appearance from Aboriginal comedian Craig Lauzon of the Royal Canadian Air Farce, it was a night to honour Murray Koffler and CCAB founders. The original founders and hundreds of new CCAB supporters were inspired and entertained while dining on an Aboriginal-themed cuisine created by Canada’s top Aboriginal Chef, David Wolfman.



# CHARTING A NEW COURSE

## Strategic Partnerships

CCAB entered into two strategic partnerships. In British Columbia, CCAB signed a Memorandum of Understanding with the Industry Council for Aboriginal Business (ICAB) to explore ways of collaborating in areas of research, program development and networking events. In Ontario, CCAB formalized a partnership with the Toronto Board of Trade (BOT), Canada's largest local chamber of commerce. This partnership enables CCAB Aboriginal Business Members to gain access to the TELUS Business Centre, which is BOT's state of the art workspace and meeting facility in downtown Toronto.

## Sharing Knowledge

In 2009, CCAB exemplified thought leadership by hosting a half day business forum on Aboriginal Relations and Corporate Social Responsibility (CSR). It began with a lively panel discussion of industry and CSR experts on the significance of Aboriginal Relations in achieving CSR goals. The panel included such esteemed speakers as Michael Jantzi – President of Jantzi Research Inc., Michael Scott – Canadian Association of Petroleum Producers, Cherie Brant – First Nations Energy Alliance, and Don Bubar – Prospectors and Developers Association of Canada. It was moderated by Globe and Mail's Report on Business reporter Konrad Yakabuski. Three workshops followed the panel – each one representing a company at a different stage of the CCAB Progressive Aboriginal Relations certification program.

This year also began with the launch of the first of a series of research on the determinants of success in Aboriginal relations. The report "Achieving Progressive Aboriginal Relations" analyzed data submitted by companies that participated in the Progressive Aboriginal Relations program between 2001 and 2008.

### Aboriginal Business MENTORSHIP PROGRAM

Canadian Council for  
Aboriginal Business 

### Launching the Aboriginal Business Mentorship Program

On November 19, 2009 the President of ESS Canada, Erin Meehan, officially launched the Aboriginal Business Mentorship Program. With the generous support of Founding Sponsor ESS and Lead Sponsor The Counselling Foundation, the program will provide Aboriginal business owners with a mentoring experience to guide them as they identify and pursue their business goals. Mentors will work in collaboration with the Protégés to develop business strategies to help them take their business to the next level.



A member of Compass Group Canada  
[www.compass-canada.com](http://www.compass-canada.com)



The Counselling Foundation of Canada

# ATTAINING NEW HEIGHTS IN ABORIGINAL RELATIONS

Community relations are but one element of building strong Aboriginal Relations. Employment, business development, and individual capacity development are equally important to companies' strategies for engaging with Aboriginal stakeholders.

## Progressive Aboriginal RELATIONS

Canadian Council for  
Aboriginal Business 

CCAB's unique Progressive Aboriginal Relations (PAR) program helps guide companies through the process of developing Aboriginal Relations strategies by assisting companies to benchmark performance and recognize success in building positive relations with Aboriginal people and communities.

Launched in 2001, PAR has a network of 38 companies that have committed to applying the principles of Progressive Aboriginal Relations throughout their organizations. By joining PAR, they have risen to the challenge to:

- Open opportunities to, and access the growing pool of, qualified Aboriginal candidates for employment;
- Increase opportunities for Aboriginal suppliers, contractors, subcontractors, and other businesses;
- Help Aboriginal people, who may or may not be current employees, develop their individual skills and expertise;
- Open a dialogue with, and hear feedback from, Aboriginal communities; and lastly,
- Communicate these policies to all internal and external stakeholders.

In 2009, the CCAB Board of Directors decided to move the PAR awards from the Toronto Gala Dinner to the Vancouver Gala Dinner, beginning in September 2010. The new companies to PAR, as well as those renewing their certification will be available for the 2010 annual report.

# LEAVING A TRAIL FOR OTHERS TO FOLLOW

One thing Aboriginal communities believe in wholeheartedly is the critical need to provide youth and entrepreneurs with positive role models. The Aboriginal Business Hall of Fame celebrates the accomplishments of individual Aboriginal business leaders and their contributions to sustainable economic development in Aboriginal communities across Canada.

The 2009 Laureates were Chief Jim Boucher of Fort McKay First Nation in Alberta and Chairman of the Board of the Fort McKay Group of Companies, and former Chief Judith Sayers of the Hupacasath First Nation in British Columbia. The laureates were selected based on four criteria: business leadership and excellence; contribution to community; commitment to building capacity; and measurable results. Biographical videos of the laureates are posted on our website.

## Aboriginal Business HALL OF FAME

Canadian Council for  
Aboriginal Business 

The ABHF was created in 2004 to recognize the outstanding achievements of Aboriginal business people. The ABHF Award is given to those leaders who have demonstrated exceptional foresight, determination, and resilience in their business ventures. More importantly, Hall of Fame laureates serve as an example and inspiration to others. Two laureates are chosen annually through an adjudication process based on nominations. To date, eleven laureates have been inducted into the Hall, representing various industries.

# ESS

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# PROVIDING ABORIGINAL STUDENTS WITH EDUCATIONAL OPPORTUNITIES

Over the last 15 years, CCAB has received over 10,000 applications from Aboriginal students seeking financial aid. Every form of financial support makes a difference in the educational opportunities afforded Aboriginal students.

Launched in 1994, the Foundation for the Advancement of Aboriginal Youth (FAAY) is a national program administered by CCAB that responds to the critical need to assist Aboriginal high school and post secondary students with bursaries and scholarships – through the generous support of program sponsors. Since its inception, FAAY has awarded \$2.9 million directly to First Nation, Inuit and Métis students across Canada.

## Foundation for the ADVANCEMENT OF ABORIGINAL YOUTH

Canadian Council for  
Aboriginal Business 

FAAY is the only national education bursary program for Aboriginal high school students, and there are no age restrictions for post secondary students, though scholarships apply to studies in Canada only. In 2009 FAAY provided 46 Aboriginal high school student bursaries and 95 Aboriginal post secondary student scholarships, for a total amount of \$307,000.00.

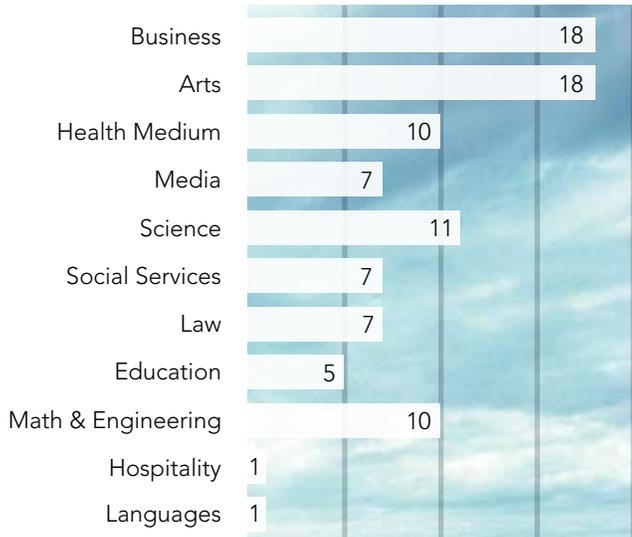
## FAAY Student Scholarship and Bursary Award Regions 2009

	STATUS FIRST NATION	NON-STATUS FIRST NATION	MÉTIS	INUIT
BC	18	2	7	0
AB	14	1	10	1
SK	9	0	5	1
MB	11	0	6	0
ON	20	4	8	1
QC	8	1	1	1
Maritimes	1	2	4	1
NT	3	0	0	1
<b>TOTAL</b>	<b>84</b>	<b>10</b>	<b>41</b>	<b>6</b>

Post secondary students awarded FAAY scholarships in 2009 are represented in a wide variety of disciplines. Photos and biographies of the students awarded by FAAY are posted on the CCAB website at [www.ccab.com](http://www.ccab.com).

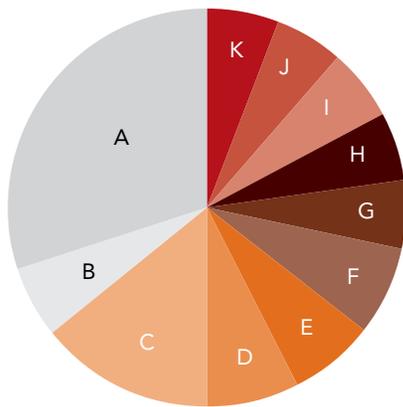
# PROVIDING ABORIGINAL STUDENTS WITH EDUCATIONAL OPPORTUNITIES

## FAAY Postsecondary Student Areas of Study 2009



Program sponsors are inspired to support Aboriginal students when they learn of the personal challenges FAAY applicants express in their application essays – financial challenges like being a single parent and a student. Sponsors demonstrate ongoing commitment to Aboriginal educational attainment; they recognize the importance of removing obstacles in the path to higher education and eventual employment and community development. The CCAB is forever grateful for their kind consideration and genuine concern for the well being of the Aboriginal community.

## FAAY Scholarship and Bursary Funding Sources 2009



Despite the tremendous support awarded by FAAY to Aboriginal students to continue their studies in high school through post secondary studies, the CCAB received 671 applications in 2009 but was able to fund only 141 students. This represented 21% of the applicants seeking support. The Canadian Council of Aboriginal Business continues to seek the support of companies willing to dedicate financial resources to the Foundation for the Advancement of Aboriginal Youth.

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| <b>A. \$107,000</b> – BMO Capital Markets                            | <b>F. \$25,000</b> – Davis + Henderson                 |
| <b>B. \$20,000</b> – BMO Financial Group                             | <b>G. \$20,000</b> – ESS, a member of Compass Group    |
| <b>C. \$50,000</b> – BMO Financial Group<br>Ron Jamieson Scholarship | <b>H. \$20,000</b> – EnCana                            |
| <b>D. \$27,000</b> – Canwest   | <b>I. \$20,000</b> – Great-West Life Assurance Company |
| <b>E. \$25,000</b> – Sun Life Financial                              | <b>J. \$20,000</b> – Sodexo                            |
|  | <b>K. \$20,000</b> – TD Bank Financial Group           |

# AUDITORS' REPORT

To the Members of  
the Canadian Council for Aboriginal Business  
le Conseil Canadien pour le Commerce Autochtone

The accompanying summarized statements of financial position, operations and changes in net assets are derived from the complete financial statements of The Canadian Council for Aboriginal Business as at December 31, 2009 and for the year then ended on which we expressed an opinion without reservation except as explained in the following paragraph in our report dated April 21, 2010. The fair summarization of the complete financial statements is the responsibility of management. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In common with many not-for-profit organizations, the Council derives a portion of its revenue and net asset additions from the general public in the form of donations and endowments, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, our verification of this revenue was limited to the amounts recorded by the Council and we were not able to determine whether any adjustments might be necessary to donations revenue, excess of revenue over expenses, and net assets.

In our opinion, except for the effect of adjustments, if any, which we might have determined to be necessary had we been able to satisfy ourselves concerning the completeness of donations revenue and endowment referred to in the preceding paragraph, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Readers are cautioned that these statements may not be appropriate for their purposes. For more information on the entity's financial position, results of operations and cash flows, reference should be made to the related complete financial

Toronto, Canada  
April 21, 2010

"Segal LLP"  
Chartered Accountants  
Licensed Public Accountants

# FINANCIAL STATEMENTS 2009

## SUMMARIZED STATEMENT OF FINANCIAL POSITION

As at December 31

2009

2008

### ASSETS

Current – Cash	\$ 834,091	\$851,816
Accounts receivable	127,242	41,641
Prepaid and deferred expenses	26,167	53,465
Short term investments at market value	–	101,611

	987,500	1,048,533
Property and equipment	49,111	67,041
Domain name	7,400	7,400

	<u>\$1,044,011</u>	<u>\$1,122,974</u>
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### LIABILITIES

Current – Accounts payable and accrued liabilities	\$ 36,637	\$ 53,401
Deferred revenue	20,000	55,250

	56,637	108,651
<b>NET ASSETS</b>	<b>987,374</b>	<b>1,014,323</b>

	<u>\$1,044,011</u>	<u>\$1,122,974</u>
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## SUMMARIZED STATEMENT OF OPERATIONS AND CHANGES

IN NET ASSETS For the Year Ended December 31

2009

2008

### REVENUE

Membership fees and donations	\$ 726,950	\$ 733,100
Fundraising events	689,145	803,178
Foundation for the Advancement of Aboriginal Youth	303,035	309,814
Other income	65,331	85,713

	<u>1,784,461</u>	<u>1,931,805</u>
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### EXPENSES

	<u>1,817,410</u>	<u>1,744,077</u>
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Excess (deficiency) of revenue over expenses before undernoted	(32,949)	187,728
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### Other expense

Retirement allowance	–	280,240
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Deficiency of revenue over expenses for the year	(32,949)	(92,512)
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Endowment contributions	6,000	45,163
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Net assets – beginning of year	1,014,323	1,061,672
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Net assets – end of year	<u>\$ 987,374</u>	<u>\$1,014,323</u>
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# THE FUTURE

## What is next in building sustainable relations between Aboriginal communities and Canadian business?

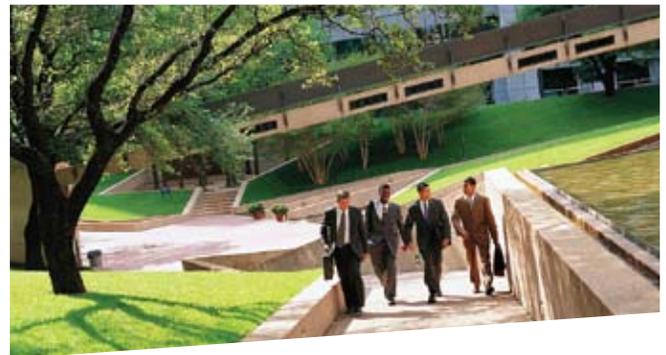
As the Canadian economy comes out of a tumultuous 2009, CCAB is well positioned to meet its 2010 goals. The priorities for the year ahead at CCAB include launching a comprehensive Aboriginal Entrepreneurs Survey in partnership with Environics; to launch the second PAR research report on business development; to strengthen Board governance and update internal policies; to update and modify the Progressive Aboriginal Relations program; to implement the CCAB Aboriginal Business Mentorship Program; to host a two day Aboriginal Business Forum; to increase CCAB's presence in the business community; to partner with Aboriginal and non-Aboriginal business associations; to develop more meaningful ways of recognizing the contributions of our patrons, members and program sponsors; and to represent Aboriginal business interests to all levels of government and Corporate Canada.

We are only as good as the programs and services we provide. That is why we are committed to continually seeking feedback from our members to ensure that what we offer effectively meets your needs.

### BUY ABORIGINAL

CCAB supported Aboriginal business by buying close to \$80,000 worth of products and services from exceptional Aboriginal organizations in 2009. CCAB Aboriginal suppliers were:

- 4Sight Consulting
- Amaize Inc.
- Amber Fleury
- AMMSA
- Anishinabeg Communications
- Big Soul Productions
- Carleen Thomas
- Casino Rama
- Cedar Basket Gift Shop
- Craig Lauzon
- David Wolfman
- Dorothy Grant Ltd.
- First Air
- George Lepine
- Iroqrafts
- Kahtou News
- Katherine Fehr
- Keesic Douglas
- NationTalk
- Ontario Federation of Indian Friendship Centres
- Partnering First Solutions Inc.
- Rebecca Trudeau
- Roots & Rights Media
- Steve Teekens
- Symbiotic Group
- Whetung Ojibwa Centre
- Xynergy Xpress



# MEMBERS

## PATRONS



## PARTNER MEMBER PLUS

ARAMARK Canada  
Canada Post Corporation  
Compass Group Canada  
PepsiCo Canada  
Scotiabank  
SNC-Lavalin Group Inc.  
Sun Life Financial Inc.  
TD Bank Financial Group

## PARTNER MEMBER

Hewlett-Packard (Canada) Co.  
SaskTel  
Vale Inco Ltd.

## BUSINESS MEMBER PLUS

BC Hydro  
Cameco Corporation  
Canwest  
Ontario Power Generation  
The Great-West Life Assurance Company  
The Koffler Foundation

## BUSINESS MEMBER

Acklands-Grainger  
Alberta Pacific Forest Industries Inc.  
ATCO Structures and Logistics  
The Balloch Group – TBG Capital  
Business Development Bank of Canada  
Canadian Electricity Association  
Canadian Energy Pipeline Association  
CAPE Fund Management Inc.  
Clemmer SteelCraft Technologies Inc.  
Comstock Canada Ltd.  
Davis + Henderson  
Diavik Diamond Mines Inc.  
East Side Road Authority Inc.  
iCheck Inc.  
Manitoba Lotteries Corp.  
NovaGold Resources Inc.  
Ontario Power Authority  
Pitblado LLP  
Pitney Bowes Canada  
Red River College  
Rocking Horse Land and Cattle Inc.  
Savanna Energy Services Corporation  
T.E. Wealth  
Travelers  
Willms & Shier Environmental Lawyers LLP

## ABORIGINAL BUSINESS MEMBER PLUS

APTN  
Casino Rama  
Donna Cona Inc.  
First Nations Bank of Canada  
Nasittuq Corporation  
Osoyoos Indian Band Development Corporation  
Primco Dene LP  
St. Eugene Golf Resort Casino

## ABORIGINAL BUSINESS MEMBER

4Sight Consulting  
Aboriginal Chamber of Commerce  
Aboriginal Human Resource Council  
Aboriginal Link  
Acosys Consulting Services Inc.

Adirondack Technologies Furniture Inc.  
All Nations Print Ltd.  
Alliance Interiors Inc.  
Anishinabeg Communications  
Big Soul Productions Inc.  
Braun/Allison Inc. Marketing Creative Services  
Bravo Tango  
Calnash Trucking  
CH Designs Inc.  
David Wolfman  
Elm Printing  
Greater Canadian Personnel Services  
Higgins International  
JTM Law  
KB Jodan Inc.  
K & P Auto & Marine Electric  
NationTalk  
New Relationship Trust  
Niagara Peninsula Aboriginal Area Management Board  
Northern Winch & Tractor Inc.  
Partnering First Solutions  
Spirit Creative Advertising & Promotion  
Spirit Staffing & Consulting Inc.  
Stonecircle Consulting  
Symbiotic Group  
Temp Air Control  
The O.I. Group of Companies  
Tribal Marketing Communications Inc.  
Wakayos Holdings Inc.

## ABHF SELECTION COMMITTEE

Don Barraclough, Owner, NationTalk  
Heidi Crann, Client Delivery Executive, Hewlett-Packard (Canada) Co.  
Jack MacDonald, CEO, Compass Group Canada and ESS North America  
Paula Tobey, Aboriginal University of Toronto student

## ABORIGINAL BUSINESS ADVISORY COMMITTEE

Lee Ahenakew, Jennifer David, Brenda Parsons, Terry Mitchell, Brian Titus



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