

## 2009 ECONOMIC DEVELOPER OF THE YEAR AWARD WINNER - INDIVIDUAL EDO CATEGORY PAULETTE FLAMOND, BC



Paulette Flamond has true entrepreneurial spirit. As an experienced small business owner and operator, she has also worked full time for over 15 years providing economic development value to her community.

Paulette projects strong leadership and ethical values. Through her work, she has been successful at increasing capacity amongst Aboriginal communities; this has resulted in many Aboriginal individuals starting small business ventures in competing markets. Paulette shares the vision of economic development that is modeled around community values. She has been instrumental in encouraging individual wellness and strong personal values within her community and she has presented wellness as an evident role model.

### **Paulette is both an Entrepreneur and an Economic Developer.**

From 1994 to 2001, Paulette managed the successful clothing line of Symbols designed by Garry Oker. Paulette was responsible in developing and implementing sales strategies for Native fashions and accessories. The product line was marketed across North America and Europe. Paulette participated in a trade mission with the federal government to Holland and Belgium. Symbols was the first Aboriginal company to develop an e-commerce site as well as a mail order catalogue.

Since 2003, Paulette has been a driving force of Aboriginal Economic Development in the Fort St. John/Peace River region of BC. Paulette is the founding Executive Director of the Northeast Aboriginal Business & Wellness Centre (NEABWC). NEABWC was established with a mandate of providing advisory and support services such as: business planning, financial forecasting, community economic development, market research, aftercare, access to business financing. NEABWC also provides economic liaison services with Industry & Government.

In September 2008 Paulette opened Scoop Clothing Inc. Scoop is a high end boutique located in the downtown core of Fort St. John and offers all the latest trend setting fashions to the North Peace region.

Paulette's work experience and contributions as an advisory resource are summarized as follows:

- Six year experience in an Aboriginal Organization assisting entrepreneurs.
- Fifteen years of management experience.
- Established and managed three successful business ventures.
- Produced four documentaries highlighting Aboriginal culture and entrepreneurship in the North East region of British Columbia.
- Created the first ever wellness conference hosted in 2004 ( Walk in Balance) as well subsequent conferences held in 2007 & 2009 attracting over 700 Aboriginal participants in the Peace region.
- Appointed by Premier Gordon Campbell to the Northern Development Initiative Trust 2007.

- Currently serving 3rd term Native Economic Development Advisory Board.
- Currently serving on the Executive of the Aboriginal Business Service Network Society.

In the past six years, Paulette has been committed to her work as founding Executive Director for the Northeast Aboriginal Business and Wellness Centre. This non-profit organization opened in 2003, it had since assisted more than 680 clients in their work since its inception. In the six years of operations, NEABWC assisted 54 business start ups/expansions and assisted clients in accessing over \$3.7 Million in financing.

Paulette's work in developing partnerships within the Aboriginal communities and the oil and gas industry had been instrumental in the success rate of new Aboriginal contractors in the Peace River region.

Paulette's dedication to networking and marketing has been a key factor to the success and longevity of NEABWC. Paulette has managed to liaison with major oil and gas companies, other levels of government, and local businesses to offset the continual cutbacks from government. For example, this spring Paulette fundraised \$130,000.00 with 46 funders to host two wellness events for residents of Northeast BC. An Elders Care day was held March 26th and Walk in Balance 3 Wellness Conference was held on May 26th and 27th.

The impacts of Paulette Flamond's socio-economic contributions have been felt locally, provincially and nationally. She has aided the success of many Aboriginal organizations and programs in the field of small business entrepreneurship, education, partnerships, and wellness. She has strong beliefs in the goals of working in Aboriginal economic development and community development to link a combined local economy. Her work through NEABWC has shown significant economic development growth and capacity building in the North East region.

In 2007 the Northeast Aboriginal Business Centre Society through the direction of Paulette Flamond changed its name to the Northeast Aboriginal Business and Wellness Centre. This change assisted the organization in securing a three year contract from Northern Health to offer holistic approach to economic development by offering life coaching as part of its services. Paulette's belief is that in order for a person to succeed in business their personal life needs to be in order. Through hard work, passion and a generous heart Paulette is living her life by doing what she is passionate about and by serving others.

Paulette currently sits on three boards assisting with Economic Development in British Columbia. Paulette works hard at advocating for the Northeast Region. Prior to the inception of the Northeast Aboriginal Business and Wellness Centre very little resources were available to assist Aboriginal entrepreneurs. Through her hard work, vision and determination in the past six years the spirit of entrepreneurship has been altered. Paulette continues to encourage others to look at entrepreneurship as a career choice and she has personally started three businesses in the past and shares her successes with others. Paulette is always available to lend a helping hand and is both a champion of entrepreneurship and personal wellness, evident in the development and offering of wellness services by the organization that she serves.

Paulette is the recipient of the Community Futures 2009 Aurora Award of Distinction-Aboriginal Women of the Year.