



Eeyou Eenou

# NEWSLETTER

GRAND COUNCIL OF THE CREES (EYYOU ISTCHEE) / CREE NATION GOVERNMENT

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ISSUE 2

In this issue:

## CASEY POLSON

Interview with Patrol Officer  
Casey Polson from the Cree  
Nation of Waswanipi



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# What's in this ISSUE

**MAY ISSUE | GOOSE BREAK**

**01**

## **Event Highlights**

Learn more about the Climate Change Forum, UNPFI and the Eeyou Istchee Research Institute Session that were held last month/

**04**

## **Eeyou Istchee Land Keeper**

Learn about the Eeyou Istchee Land Keepers and their message to everyone who will be heading out on the land during this goose break and summer months.

**02**

## **Goose Break Message**

Goose break has finally arrived! On behalf of the Grand Council of the Crees/ Cree Nation Government we wish you a happy and safe goose break.

**05**

## **Protecting your Camp this Summer**

With warmer weather comes an increase risk of forest fires in Eeyou Istchee. Learn how you can prepare and take precautions that reduce risk to your camp during the fire season.

**03**

## **First Snowshow Walk**

Nelson Wapachee from Nemaska, Eeyou Istchee shared with us his perspective on the First Snowshoe walk and the importance of this rite of passage.

**06**

## **Youth Profile: Casey Polson**

This newsletter features Casey Polson, a 22 year patrol officer working for the Eeyou Eenou Police Force in Chisasibi. Learn more about his career and what it means to him to work to keep our communities safe.

**COVER:**

*Thank you to Raymond Jolly for providing the image for this issue's cover*

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# MAP OF IDEAS



## EMERGING OPPORTUNITIES

**Sectoral Opportunities**  
**Cree Owned Infrastructure**  
**Real-estate and market housing**  
**Economic Prioritization of Cree Businesses**



## ENTREPRENEURSHIP PRIVATE SECTOR

**Program Improvements**  
**Local Equity Funds**  
**Training and Mentorship**  
**Professional Strategic Partnerships with CSB and CHBSSJB**



## SUSTAINABLE DEVELOPMENT

**Mining critical and strategic minerals**  
**Forestry & Non-commercial products**  
**Renewable Energy**  
**Eco-Cultural Tourism**



## SOCIAL ECONOMY

**Education, promotion and assistance**  
**Platform for governance**  
**Community markets**  
**Circular Economy**  
**Partnering with not-for-profits**  
**Special interest groups: women, elders, land-users**



## SPECIAL INITIATIVES

**Business Scholarships**  
**Youth Entrepreneurial Case-Study**  
**International Cultural Forum Exchange/C2MTL**  
**Buy-Eeyou Istchee Campaign**



## COMMUNITY INITIATIVES

**Community Economic Plans**  
**Working with Economic Development Departments**  
**Buy-Local Campaigns**  
**Promotion of Local Cree Business**

*"As the organization responsible for the health and well-being in Eeyou Istchee, we are looking forward to bring our knowledge and expertise to the work ahead for the upcoming year aiming to enhance the Eeyou Eenu economy. With our teams and partners, we are committed to working towards the same goals so that individuals, families and communities achieve Miyupimaatsiun, reflective of Nishiiyuu."*

**Bertie Wapachee, Chairperson**  
**Cree Board of Health and Social Services of James Bay**

*"The Cree School Board's role in capacity development, through education and training, is key to the future of our young people, our communities, and our nation. We strive to develop knowledge and skills that will enable students to benefit from economic development initiatives within our communities and to manage their own economic future. We also work to empower students with knowledge of our traditional economy and the strength of our economic history as a Nation, while ensuring that they are able to make decisions about future economic development from an Eeyou perspective and based in Eeyou Values."*

**Dr. Sarah Pashagumskum, Chairperson**  
**Cree School Board**



## APATISIIWIN SKILLS DEVELOPMENT RELAUNCHES THEIR WEBSITE

WELCOME TO

### APATISIIWIN SKILLS DEVELOPMENT



*www.apatisiiwin.ca is the best online location to find tools and information specifically designed to help the people of Eeyou Istchee increase their employability and advance their careers. You will find detailed information on our programs and services, contact information for our employment counselors, and the largest Job Board in the entire territory.*

### 01 Programs

ASD offers programs that cater to the needs of employers, employees, and those who are just entering the workforce. From funding for science and technology engagement programs to career advancement training and support for entrepreneurs starting their own businesses, you can find all the detailed information and requirements on ASD's site. Simply use the menu at the top of the website to browse all of the many programs offered. You will be able to download all relevant forms and documents and contact our knowledgeable staff, who will help guide you through the application process.

### 02 Services

With offices in each of the ten communities, ASD offers employment counseling services to everyone looking to find meaningful and sustainable employment. Employment counselors have an excellent understanding of the opportunities available in your community because they are also a part of those communities. ASD staff is always ready to help you customize a personal career plan, offer in-house seminars and workshops, and get you in touch with the local and territorial employers looking to recruit from the amazing pool of talented community members. You will also likely meet ASD counselors at local job fairs and trade shows or host training sessions with different community organizations.

### 03 Job Board

If you want new or better employment opportunities, look no further than ASD's online Job Board! Click "Find a Job" from the home page in the main menu and see how many positions that are available for motivated and talented job seekers. You can find it all here, from cooks to coordinators and directors to drivers. We have listings for those looking for part-time jobs or full-time careers, and listings for every level of skill and education. Use the filters on the left-hand side to search by community, vacancy type, education level, and more!

### 1 JOB LIST







## PEOPLE

## AN INTERVIEW WITH THE CREATOR OF EYYOU ISTCHEE LIFESTYLE

Raymond Jolly



*In line with this year's theme of Strategic Enhancement of the Eeyou Eenou Economy, we will be featuring inspirational entrepreneurs and offering insight into successful businesses in the nation. We recently spoke with Cree entrepreneur Raymond Jolly to discuss his clothing retail business, Eeyou Istchee Lifestyle.*

Not only is he a businessman, but Raymond is also his community representative on the Board Council of the Grand Council of the Crees/Cree Nation Government. He is 24 years old from the community of Waskaganish.

Eeyou Istchee Lifestyle is a clothing brand business Raymond started on May 24, 2021. He owns a retail shop in Waskaganish but also provides 'pop-up shops' in communities and has a website for online orders.

### 01 What prompted you to start Eeyou Istchee Lifestyle?

I always wanted to start a business, but I wasn't sure what. I wanted to do something I was passionate about. Something I loved. I came up with an idea about embracing who we are as an Indigenous people. That is what my brand is about. Being proud of who we are and we try to showcase that through clothing and social media.



## EYYOU ISTCHEE LIFESTYLE

### 02 How did the business get started?

I invested around \$5,000 just for inventory and a laptop and I kept re-investing the revenue created back into buying more inventory and it just grew from there.

### 03 Did you have help?

I had friends and family that volunteered modeling, picking up inventory, driving inventory to places and they also helped with the pop-up shops.

### 04 Were you provided any grants?

In the beginning, no. But I did get a \$10,000 grant from the band and I actually won \$10,000 at a business event. So all of that went into my business.

I also get assistance from Apatisiwin Skills Development that allows me to work on my business full-time and it helps pay the salary of one employee.

*Raymond works with Cree models, and photographers from across Eeyou Istchee to build his distinct brand. Eeyou Istchee lifestyle offers clothing that reflects pride in the Cree way of life and empowerment.*

-Photo Credit: Eeyou Istchee Lifestyle





*Do something they love or are passionate about. It's important because it forces you to be further motivated and persistent.*

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**05** You have been in business almost three years now, how is it going?

Right now, we are in the process of moving the store to a new spot because we have outgrown our current retail space. It will still be at the same location, at the Waskaganish mini mall, but in a larger unit that we are busy renovating.

**06** What would you say to other perspective youth entrepreneurs in Eeyou Istchee?

My advice to youth wanting to start a business is to do something they love or are passionate about. It's important because it forces you to be further motivated and persistent.

You will have extra knowledge and expertise and you will love what you do even more.



**Learning More About Eeyou Istchee Lifestyle**

At the time of this interview, Raymond's next pop-up shop destination was Chisasibi for the Annual Senior Hockey and Broomball tournament.

Eeyou Istchee Lifestyle shops have so far been to the communities of Chisasibi, Wemindji, Nemaska and Mistissini.

Congratulations to Raymond on his successful business venture and be sure to watch out in the near future for an Eeyou Istchee Lifestyle pop-up shop coming to your community.



