

# Tawich Development Corporation

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## TAWICH EXPO REPORT



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# CONTENTS

- Executive Summary .....2
- Employee Panel Discussion Questions .....3
- Board of Directors Panel Discussion Questions .....4
- Sponsors.....5
- Event Poster/Entertainment .....6
- What went well? What went wrong? Suggestions for next year.....7
- Closure .....8



# Tawich Expo 2019

## EXECUTIVE SUMMARY

Tawich Development Corporation hosted its 3<sup>rd</sup> Annual Tawich Expo on July 19, 2019 at Mawabou Gardens in Wemindji, Qc. This event took place during the Wemindji's 60<sup>th</sup> Anniversary Celebrations that was held from July 15-21, 2019. **It was a successful event!**

Tawich Expo is an event similar to Career Fair. It showcases current businesses, entities and partnerships. Each year, we invite local entrepreneurs to showcase their businesses as well. It is a 1 day event. This year's theme was "People with a Purpose and Passion for Success". We collaborated with VCC with their 19<sup>th</sup> Annual VCC BBQ that was held the same day. 500 steaks were served! Along with hamburgers, hot dogs, macaroni salad, potato salad, various drinks and a free t-shirt!

We had 311 people registered that came to the event. And more people came to the entertainment in the evening. Each person that was registered received a promo bag with various promotional items in them and they received promo items from other booths as well.

Last year, we had local entrepreneurs on the panel and this year we had employees and board members on the panel which were:

### Morning Panel (Employees):

- Earle Danyluk, *TCI Interim Director General*
- Wade Atsynia, *TCI Interim Operations Manager*
- Clarence Miniquaken, *TDC Director of Human Resources*
- Dana Morrison, *TDC Accounts Payable Clerk*
- Tracey G. Shanush, *TDC Corporate Secretary*

### Afternoon Panel (Board of Directors):

- Mary Shashaweskum, *Board Member*
- Reggie Mark, *Board Member*
- Thomas Mark, *Board Member*
- Leeann Gilpin, *Board Member*
- Sam Gilpin, *Board Member*
- Danny Tomatuk, *Board Member, Interim President*

# Tawich Expo 2019

## EMPLOYEE PANEL DISCUSSION QUESTIONS

1. In relation to our Mission Statement for TDC.
  - i. TDC develops a strong local economy by contributing to the long-term success of our community by providing employment and economic opportunities. Furthermore, we support local entrepreneurs and proactively pursue profitable sustainable business opportunities as owners, operator and through outside investments.
  - ii. In your line of work at TDC what do you see important within the mission?
2. What compelled you to work for Tawich?
3. In your line of work, what do you see as an important factor for the company to thrive?
4. What kind of inclusion programs or training programs you would like to see for TDC employees and yourself?
5. The corporate Values of TDC include;
  1. COMMITMENT-We are committed to our stakeholders, staff, clientele, partners and our shareholders CNW, Chief and council and community members. We value our work ethic and we are proud of our organization and community.
  2. INTEGRITY-We are honest and show respect for our stakeholders while keeping our organizations best interest in mind.
  3. INNOVATION-We take the approach to be open-minded and visionary. We seek to fortify our culture by integrating it into our products and services in how we conduct business. We promote our business using effective marketing strategies to generate revenue.
  4. ACCOUNTABILITY and TRANSPARENCY- We are responsible to our stakeholders. We communicate information in an effective way that is understandable.

What is the most passionate value that you hold dear to being a leader or employee of TDC, pick one and explain why?

## BOARD OF DIRECTORS PANEL DISCUSSION QUESTIONS

1. In relation to our Mission Statement for TDC.
  - i. TDC develops a strong local economy by contributing to the long-term success of our community by providing employment and economic opportunities. Furthermore, we support local entrepreneurs and proactively pursue profitable sustainable business opportunities as owners, operator and through outside investments.
  - ii. Where would you like to see TDC and subsidiaries in the next 5-10 years?
2. Tell us a bit about employment within any of the companies under the TDC umbrella. What impacts has it had on families and individuals? Within the community and the region?
3. We know companies and organizations can improve in their services, products etc. What area do you think TDC and companies can improve on?
4. What kind of inclusion/transition programs or training programs you would like to see or integrated into TDC, for future board members?
5. Tell us one story that you find to be most compelling about Tawich. What has Tawich contributed to, in relation to the social and economic landscape of the Community of Wemindji?
6. The corporate Values of TDC include;
  1. COMMITMENT-We are committed to our stakeholders, staff, clientele, partners and our shareholders CNW, Chief and council and community members. We value our work ethic and we are proud of our organization and community.

2. INTEGRITY-We are honest and show respect for our stakeholders while keeping our organizations best interest in mind.
3. INNOVATION-We take the approach to be open-minded and visionary. We seek to fortify our culture by integrating it into our products and services in how we conduct business. We promote our business using effective marketing strategies to generate revenue.
4. ACCOUNTABILITY and TRANSPARENCY- We are responsible to our stakeholders. We communicate information in an effective way that is understandable.

What is the most passionate value that you hold dear to being a Board of Director, pick one and explain why?

## SPONSORS

### **CORPORATE SPONSOR**

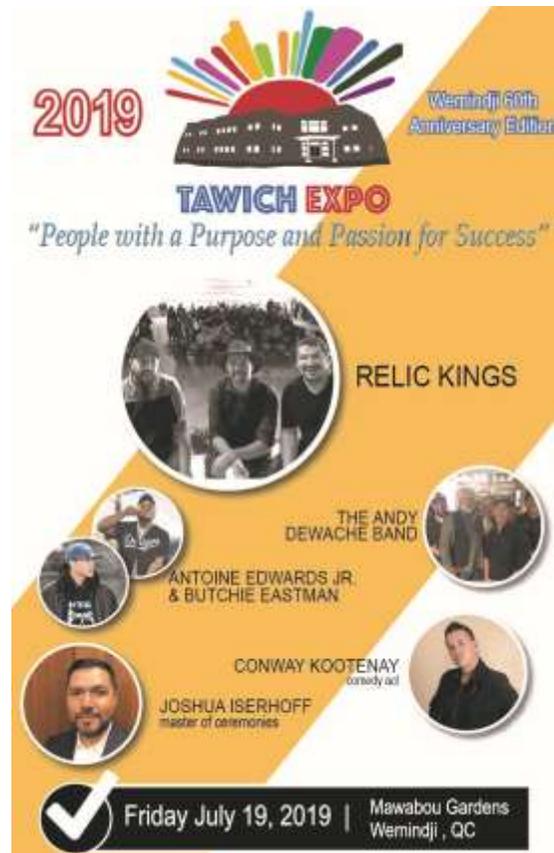
- Cree Nation of Wemindji

### **BUSINESS/ENTREPRENEUR SPONSOR**

- Waptum Inc.
- Raymond Chabot Grant Thornton

*This event requires a substantial amount to make it successful. On behalf of Tawich Development Corporation, we would like to thank our sponsors.*

## EVENT POSTER



## ENTERTAINMENT

This year's Master of Ceremonies was Joshua Iserhoff. He did an incredible job. He was also hired by CNW to MC for the 60<sup>th</sup> celebrations. The event's entertainment were Butchie Eastman who sang a few songs with his drum, Conway Kootenay who did a comedy skit, The Andy Dewache Band and The Relic Kings who ended the night.

## WHAT WENT WELL? WHAT WENT WRONG?

### What went well?

- The panel discussions did a job well done. I don't know whose idea to do an employee panel and a board panel but it was genius;
- We had a great turnout. We had over 300 people registered;
- We were under budget. Cree Nation of Wemindji has been a biggest supporter for this event,

### What went wrong?

- One of the entertainer's Antoine Edwards Jr. couldn't make his connecting flight due to weather conditions so he had to cancel
- The catering was an hour late for the morning coffee, lunch and afternoon break
- We ran out of promotional items, there weren't any promo items for little children
- Outside companies couldn't join the event due to weather so they had cancelled flights

## SUGGESTIONS FOR NEXT YEAR

- To get promotional items for all age groups, including children;
- To close registrations at 1 or 2pm because some people come in late and stay for the major draws and didn't actually stay for the expo;
- Meet and greet to performers;
- Hire a decorator;
- Closing the booths during panel discussions;
- Sending sponsorship request letters in February for next year.

## CLOSURE

I was on maternity leave during this event. I resumed my position on August 19, 2019. We had a Tawich Expo post-meeting on August 27, 2019 I gathered all the information from Margaret, Roslyn and Holly to create this report. Margaret Danyluk, who was the interim Executive Assistant, was the coordinator for the event. The committee included Marissa Georgekish, Roslyn Tomatuk, Desiree O. Matches, Erica Linklater, Clarence Miniquaken, Judy Coon-Come, Tracey G. Shanush and Holly Danyluk.

Tawich Expo is one of the biggest event in Wemindji each year and I would like to acknowledge the committee for a job well done! Bravo! I hope for next year's event, it will be as successful as it was this year. Thank you.



**Kerri-Ann Hughboy**  
**Executive Assistant**