

# RED RIVER MÉTIS BUSINESS ASSOCIATION

**E-NEWSLETTER**

Volume 2 - Issue 4



## Support the Growth of the Red River Métis Business Association CALL TO ACTION CONTINUES - SIGN UP TODAY!

The Red River Metis Business Association (RRMBA) is still in active growth mode as we approach two years of operations in October 2025. We encourage you to share your experience with other Red River Métis entrepreneurs and inspire them to join the RRMBA or contact Association Manager Shaun Hampton for more information [shaun.hampton@mmf.mb.ca](mailto:shaun.hampton@mmf.mb.ca)

**Become a Member of the  
Business Association!**

[Click here to apply](#)

For those of you that have already renewed your membership for this year, thank you for your continued support. If you are unsure of your renewal date, please contact Tanya Dery [tanya.dery@mmf.mb.ca](mailto:tanya.dery@mmf.mb.ca)

# RRMBA & NCI-FM

## EXCLUSIVE OFFER TO BUSINESS ASSOCIATION MEMBERS



Thanks to the excellent working relationship that the RRMBA has established with Naomi Clarke and the Métis Hour x2, the good folks at NCI have put together a radio advertising rate package exclusively for RRMBA Members. NCI-FM is the only commercial radio station that is heard throughout Manitoba.

NCI FM (1-Week Campaign-7 days)

Total of (21) x :30s spots airing Monday-Sunday between 6am-6pm for 1 week.

- (2) x :30s in Friends on Friday. (2 spots Friday between 6pm-10pm)
- (2) x :30s in the Metis Hour x 2. (2 spots Saturday between 11am-1pm)
- (1) x NCI Facebook post. (Poster supplied by client)
- Actual Weekly Value = \$1210
- Cost to the RRMBA Member = \$600 (no tax)

For more information or to sign up contact Ida Sutherland at NCI-FM [isutherland@ncifm.com](mailto:isutherland@ncifm.com)

## Prairie Badminton

A promotional flyer for Prairie Badminton. The top section has a dark blue background with the 'PRAIRIE BADMINTON' logo in green and white, and a circular emblem on the right containing a badminton racket and the text 'MANITOBA METIS EDUCATION ASSOCIATION'. Below the logo, the text 'COMPLIMENTARY MEMBERSHIP &amp; FREE ASSESSMENT' is written in large, white, bold letters. To the right of this text, a list of services is provided: 'Kids &amp; Adults Lessons', 'Court Rentals', and 'Summer Camps'. Below the list, it says 'Must show MMF Membership'. The bottom half of the flyer features two photographs: on the left, a woman and a man are shown in a badminton court, with the man holding a racket; on the right, two young boys are playing badminton. At the bottom of the flyer, the contact information 'Contact info@prairiebadminton.ca for more info' is displayed.



# RRMBA Ongoing Services and Events

## RRMBA Business Services - Available to Members Only

The Red River Metis Business Development Corporation offers business services through the RRMBA to members. As a member of the Red River Métis Business Association, you can access our in-house marketing or bookkeeping services or employee benefits at a special members rate. If you would like more information, go to our website or contact Erica, Michelle or Tanya:

**Marketing Services** - Erica Fenner  
[erica.fenner@mmf.mb.ca](mailto:erica.fenner@mmf.mb.ca)

**Financial Services** - Michelle Syntak  
[michelle.syntak@mmf.mb.ca](mailto:michelle.syntak@mmf.mb.ca)

**Group Health Benefits & Events** - Tanya Dery  
[tanya.dery@mmf.mb.ca](mailto:tanya.dery@mmf.mb.ca)

## Red River Métis Business Association Group Benefits

The Red River Métis Business Association Group Benefits Plan takes care of your employees' well-being and the health of your business too. Ideal for businesses with 1-50 employees, our group benefits are designed to meet your business' changing needs and budget, and unique coverage for businesses as small as 1-2 lives! There are no industry restrictions and no medical evidence required. All for-profit businesses, including sole proprietors, are eligible while they are members of the Red River Métis Business Association.

## NEW! Branding Services and Website Development

Recently the RRMBA Marketing Team introduced new services, branding and website development, to better support the RRMBA Members. Branding is essential for any business. It gives a business identity and consistency, communicates values and purpose, differentiates it from competitors, and builds trust and emotional connection that drives long-term loyalty.

For more information or to set up a consult to discuss your branding or website needs, contact Erica Fenner [erica.fenner@mmf.mb.ca](mailto:erica.fenner@mmf.mb.ca)

Essentials Brand Kit	Deluxe Brand Kit	Premium Brand Kit
<ul style="list-style-type: none"><li>• Logo design</li><li>• Brand colours</li><li>• Basic branding guide</li></ul>	<ul style="list-style-type: none"><li>• Logo design</li><li>• Brand colours</li><li>• Font selections</li><li>• Branding guide</li></ul>	<ul style="list-style-type: none"><li>• Logo design</li><li>• Brand colours</li><li>• Font selections</li><li>• Visual moodboard</li><li>• Complete Branding guide</li></ul>
Includes 1 revision Estimated turnaround time frame: 10 business days	Includes 1 revision Estimated turnaround time frame: 15 business days	Includes 2 revision Estimated turnaround time frame: 20 business days

“Linda from Priority Financial was excellent to work with. Super understanding and super helpful. The program is easy to register for and easy to administer. The plan is super affordable, and the benefits are great. It has allowed us to offer our staff a plan that we would not have been able to offer otherwise.” RRMBA Member Reid Davies – owner operator of Freid Tax Services and Modo Yoga Winnipeg

## RRMBA INTRODUCING INNOVATION AT SUNRISE



We will be hosting our second Innovation at Sunrise Breakfast on September 1, 2026 during the breakfast hour, before the workday begins.

This is an informal networking event as we continue to gauge interest, uptake, and impact for our members. Looking ahead, we may consider featuring a guest speaker or focusing on a specific business-related topic at future breakfasts.

If you have any suggestions for future topics or speakers, please contact Shaun Hampton at [shaun.hampton@mmf.mb.ca](mailto:shaun.hampton@mmf.mb.ca).

## RRMBA LUNCH AND LEARN



The RRMBA Lunch & Learn series was launched in 2025 and we have been organizing them ever since. Planning is currently in the works for the Fall 2026 and Winter 2027 L&L editions. If you have suggestions or topic ideas for the L&L's please contact the RRMBA Manager [shaun.hampton@mmf.mb.ca](mailto:shaun.hampton@mmf.mb.ca)

## RRMBA REGIONAL BUSINESS MIXERS



The next regional Business Mixer will be on June 11/26 in Winnipeg and plans are underway for a Business Mixer in the Southeast Region in August.

\*Check out the calendar of events at the end of the e-newsletter and you can also go to the RRMBCDC website to view the on-line calendar of events to stay up to date.

The inaugural RRMBA Regional Business Mixer was held in Brandon in October 2024 and since then we have had Business Mixers all over the province. The Business Mixers are an excellent opportunity to network with RRMBA staff and our co-hosts from LRCC and MECD and most importantly, other Red River Metis business owners from your region and beyond. If your business is interested in hosting a Mixer, please contact Shaun at [shaun.hampton@mmf.mb.ca](mailto:shaun.hampton@mmf.mb.ca)

## PROCUREMENT WEBINAR SERIES (JANUARY-APRIL 2026)

This webinar series is a partnership between Procurement Assistance Canada (PAC) and RRMBA to help Red River Métis entrepreneurs understand the federal procurement process and explore opportunities available to majority Métis-owned businesses.

The six sessions were presented from January to March and participants had the option of registering individually or for all of them.

The six topics covered:

1. Myth Busting Government Procurement	2. Intro to Federal Procurement	3. How Government Buys What You Sell
4. Building on Opportunities	5. Finding Opportunities	6. Supplying Professional Services

## RRMBA LUNCH & LEARN – JAN. 21, 2026 ID FUSION

Inaugural RRMBA Member and now in their 26th year of operation, ID Fusion presented on AI Tools for Beginners at an L&L in January. Using real examples and staying away from tech jargon they provided useful tools that anyone could have started using at the end of the session.

The goal of the presentation was to give every participant clarity, confidence and a practical path to begin using AI effectively in their everyday work lives.



IDFUSION

A photograph of the Hotel Fort Garry in Winnipeg, Manitoba, featuring its iconic green copper roof and Gothic Revival architecture. The building is set against a bright, hazy sky, likely during sunrise or sunset.

## **HANDSHAKES TO SIGNATURES – FEB. 11, 2026 HOTEL FORT GARRY, WINNIPEG, MB**

This was the first internal procurement event that RRBDC has organized since we incorporated. The event was centered around a panel that was made up LRCC Property Management and MMF Housing and facilitated by Association Manager, Shaun Hampton. Through the course of the discussion and the Q&A, the attendees learned about procurement requirements, evaluation criteria and explore future opportunities. A total of 64 Red River Metis businesses registered for the event.

A photograph of a modern, multi-story office building with a grid of windows. A sign with the letters 'MMF' is visible on the lower part of the building. The sky is overcast.

## **ARTISANS SHOWCASE – FEB. 19, 2026 MAIN EVENT ROOM AT 200 MAIN ST, WINNIPEG, MB**

The Showcase was the culmination of a business workshop that lasted several weeks and provided business development enhancement and resources to forty Red River Metis artisans. The Showcase was two phases. Over the lunch hour, it was open to the business public, the artisans displayed their work in the lobby at 333 Main. And in the evening, there was a reception at 200 Main that continued to celebrate the uniqueness of art and the time and commitment that goes into it. The initiative was organized and facilitated by our Ec Dev partners at MECD.

## RRMBA LUNCH & LEARN - MAR. 11, 2026 HUB TECHNOLOGY SOLUTIONS



TECHNOLOGY  
SOLUTIONS

HUB Technology Solutions, an inaugural member of the RRMBA, for over thirty-five years have been providing IT services and solutions so that their clients can focus on the growth of their business and not technology. During the March L&L, HUB Chief Executive Officer Troy McLennan broke down what today's cyber threats can look like and how they can impact your business without you bring aware until it is a problem. The session provided insight on how to spot the risks early, strengthen your cybersecurity and how to better understand how AI and strong team awareness can play a critical role in reducing cyber-attacks.



## RRMBA INNOVATION AT SUNRISE - APRIL 7, 2026 SALS ON LEILA, WINNIPEG, MB



The first Innovation at Sunrise Breakfast event the RRMBA hosted took place at Salisbury House on Leila, in Winnipeg, MB. There were over twenty RRMBA members in attendance that had the opportunity to meet each other and network before the work day commenced. Louis Riel Capital Corporation (LRCC) and Métis Economic Community Development (MECD) were in attendance as well and were available for conversations. Moving forward RRMBA will organize at least one Innovation at Sunrise breakfast in each quarter.



## RRMBA REGIONAL BUSINESS MIXER – APRIL 9, 2026 SELKIRK GOLF & COUNTRY CLUB

This was the first RRMBA Mixer of 2026 and it was held in the MMF Southeast Region in the city of Selkirk at Selkirk Golf & Country Club. The attendees were Red River Metis Business owners from Selkirk and surrounding area and heard presentations from RRMBA, LRCC and MECD but most of the evening was about networking peer-to-peer. The next RRMBA Business Mixer will be in Winnipeg on June 11/26.





## RED RIVER MÉTIS BUSINESS EXPO – APR. 23, 2026 THE MET, WINNIPEG

The 2026 version of the RRM Business Expo started with a networking reception on the evening of April 22 followed by a one-day conference on April 23. Like previous Business Expos there were presentations and the afternoon devoted to B2B meeting between Buyers and Sellers. It was a huge success, and we are already planning for the next RRM Business Expo, April 2027.

### 2026 RRM Business Expo - Highlights

- 111 Red River Métis business in attendance
- Over 300 attendees
- Over 240 B2B meetings scheduled



# Red River Metis Business Directory

As a member of the RRMBA it is highly unlikely you are not on the RRM Business Directory but if you have not updated your information in the last twelve months go to the Directory website or contact LRCC and get your profile updated.

[Red River Métis Business Directory](#)

## Why does the RRM Business Directory Matter?

The Red River Métis Business Directory showcases Red River Métis-owned businesses and entrepreneurs across Manitoba and beyond. Whether you're a consumer looking to shop local, a procurement team seeking indigenous-owned vendors, or a Red River Métis Citizen eager to support your community, this is your go to directory.

## Support Local

Choosing Red River Métis-owned businesses and entrepreneurs is a powerful act of reconciliation. Every purchase helps build local economies and support the economic participation. When you choose to support Red River Métis businesses and entrepreneurs, you're helping preserve culture, create jobs, and invest in long-term community prosperity.

# THE RRMBA TRADING POST

In our ongoing efforts to market you, the Members, to your peers and beyond we are continually looking for ways to feature and spotlight what your business is all about and how what you do can benefit other Members businesses. If you would like to contribute, please reach out to me with your ideas.

## Q4 RRMBA MEMBER FEATURES

### TRAINING EDGE ACADEMY

OWNER ROBERT JESSUP

[WWW.TRAININGEDGEACADEMY.CA](http://WWW.TRAININGEDGEACADEMY.CA)

Operational since 2023, Training Edge Academy is a Red River Métis-owned, mobile training service based in Southeast Manitoba, delivering practical, hands-on certification programs directly to communities and workplaces. Specializing in First Aid and CPR, Applied Suicide Intervention Skills Training (ASIST), Mental Health training, and The Mandt System, the academy focuses on building safer, more resilient organizations. With a strong foundation in frontline experience and Indigenous perspectives, Training Edge Academy prioritizes culturally informed, accessible, and engaging learning. By traveling to urban, rural, and remote locations, the business reduces barriers to training while supporting organizations that serve vulnerable populations. Training Edge Academy is committed to giving back in meaningful ways. Recently, we donated 10 seats to a First Aid and CPR course, which were offered through a silent auction in the Marchand Métis community, helping raise funds while equipping participants with lifesaving skills. We also committed a 12-seat safeTALK training to further support suicide awareness and prevention at the community level. We look forward to continuing similar community-driven initiatives that strengthen both safety and wellness. To contact Rob, email [trainingedgeacademy@outlook.com](mailto:trainingedgeacademy@outlook.com)



## Q4 RRMBBA MEMBER FEATURES

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### GUIDED JOURNEY

PAULINE GROUETTE

[WWW.PAULINEGROUETTE.COM](http://WWW.PAULINEGROUETTE.COM)

As a proud Red River Metis woman, I have created a path for myself which weaves worlds and restored my sense of self as a whole. There are no words to describe the feeling I got when I was “welcomed home” by my Metis community. My search for identity is what created my business Guided Journey Coaching.

I decided to join the Red River Metis Business Development Corporation to act as your guide as you create your path towards your goals and dreams, so our community can grow stronger in spirit and diversity. My story is unique to myself, just as your story is uniquely yours. Having personal experience globally brought me wisdom and professional skills that I want to share with you.

Being heard, seen and accepted empowered me to boldly go where others held me back in fear, especially as a woman. Love is what opened the door to the RRMBDC, and many other amazing businesses that I look forward to collaborating with. Being a Red River Metis woman provides the opportunity to growth in strength, identity and business. I am grateful to be on this new part of my journey with family and community as my guides.

My journey can be viewed at, [www.pauleingrouette.com](http://www.pauleingrouette.com) or I can be contacted at 204-803-6694.





## RRMBA 2026 Calendar of Events (May to August)

May 28	Lunch & Learn
June 17	RRMBA Winnipeg Business Mixer
July 16	RRMBA Birthday Bash
August	(TBD) RRM SE Regional Business Mixer

**\*\*SAVE THE DATE – RRM Business Excellence Awards –  
Nov. 26/2026 Fort Garry Hotel\*\***

## RRMBDC News Tab

For links to resources such as RFP’s and other business-related opportunities and news related to RRMBA members be sure to check out the News Tab on the RRMBDC website.

[RRMBDC News Tab](#)



## RRMBA Monthly Member Spotlights

Starting in February 2025, RRMBA began featuring Red River Métis Business Association members each month on the RRMBA website. Get to know RRMBA Members and their businesses and connect. If you haven't checked it out yet, we encourage you to do so, the previous months are still active on the link. The goal is to feature every member of the RRMBA as the months continue to roll so if you haven't been spotlighted yet, your time is coming.

The selection is generally random but if your business has a unique event or circumstance coming up and you would like to promote it we can try to arrange the spotlight to coincide with that. Unique events or circumstances can include operational anniversaries, expansion or a new location, adding a new service or product line, etc.

### MEMBER SPOTLIGHTS



## Métis Hour x2 with Naomi Clarke, featuring Red River Métis Entrepreneurs



Since July 2024, every Saturday, you can tune into NCI-FM, and listen to Naomi Clarke host of the Metis Hour x2 interview a Red River Metis entrepreneur, typically between 11:00am and 12:00pm. Currently we are featuring Red River Métis businesses that are in the Tourism & Hospitality sectors. If you would like to see your business on the Métis Hour x2 contact Shaun Hampton [shaun.hampton@mmf.mb.ca](mailto:shaun.hampton@mmf.mb.ca)

[LISTEN LIVE](#)