



# NEWSLETTER

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## Celebrating 7 Years of Strategies North



LEFT TO RIGHT: SN partner Jani Djokic, the CEO of Na-Cho Nyak Dun Development Corporation, with SN team-members Harriet Smith, Nelson Lepine, Anna Barley, and Yana Stratemeyer-Trinczek

### **Letter from Anna** • Reflections from our CEO and Founder

Happy New Year to everyone. We hope that your end to 2021 was restful, celebratory and joyous. While 2021 and, frankly, the last couple of years have been challenging for everyone on multiple fronts, in partnership with our clients we have embraced change and new approaches to support collaboration and ongoing success with them. We continue to grow as a team, adding additional expertise and capacity to enhance the breadth and diversity of our shared experience that we can then offer our clients and partners. In 2021 we have added new clients across the country while also developing new and innovative solutions to address our client's needs and creating internal systems to better support our clients and maximize efficiencies.

**It's remarkable to see the evolution of SN over the past 7 years.** Looking at SN as we are now and reflecting back is quite humbling. In 2015, the idea of Strategies North began with just myself, a couple of proposals, engagement activities, facilitation and workshops all from the comfort of my home office.

In 2017, SN really became a family affair when Grant left his career in construction to join me. **Boy, have we changed since then.** We now have a 30 person team that resides across 5 provinces and 1 territory. We moved from a home office in Fort St John to our first physical head office in Kamloops, and added many additional offerings to support our clients across the country. The diversity of backgrounds has allowed us to undertake new and exciting projects spanning from economic development to social and cultural planning.



SN graduated from Anna and Grant's living room to a physical office in 2019

Building on our successes to date we have some exciting internal initiatives that are in the works for this year including the roll out of our new logo, branding and a new website. While we still love the roots of our original logo and what it represents; we have realized with our transformational growth we needed a refresh that reflects the team as it stands today. The team has spent some effort aligning our messaging and key values through the process of this new brand story and we look forward to sharing that with you in the launch.

The New Year will also see us rolling out some new service offerings we can't wait to share with everyone including **new training initiatives, project management supports and other solutions** that we continue to build out to deliver customized advisory support to our clients.

As we move into 2022 we are very excited for the clients and projects we have coming up this year. Our partners continue to impress us with their innovative approaches to solving the most significant capacity issues.



From Anna and Grant to 30 staff!

Our SN community culture continues to promote professional development and we have had a number of team members take masters programs in a number of disciplines. The SN Education team was established in 2020 and is supporting communities and organizations with early learning, adult learning initiatives, policy development and advisory support. They will have some exciting things in the works for 2022.

The amazing success we have seen over the last 7 years is a testament to the team we have built, the partnerships we have established, and the communities and organizations we work with. Our 'why' drives us every day to be a valued partner in making our clients' visions for social, economic, cultural and administrative self-determination happen. **I for one feel extremely blessed to do the work we do and support transformational change in the Indigenous landscape.** All of us at SN wish all of the organizations, communities, stakeholders and partners we work with great success in 2022 and beyond. •

All the best,

Anna Barley, Founder & CEO



Nick Hayden and JJ Fellers



Jessica Woskett and Emma Conlon

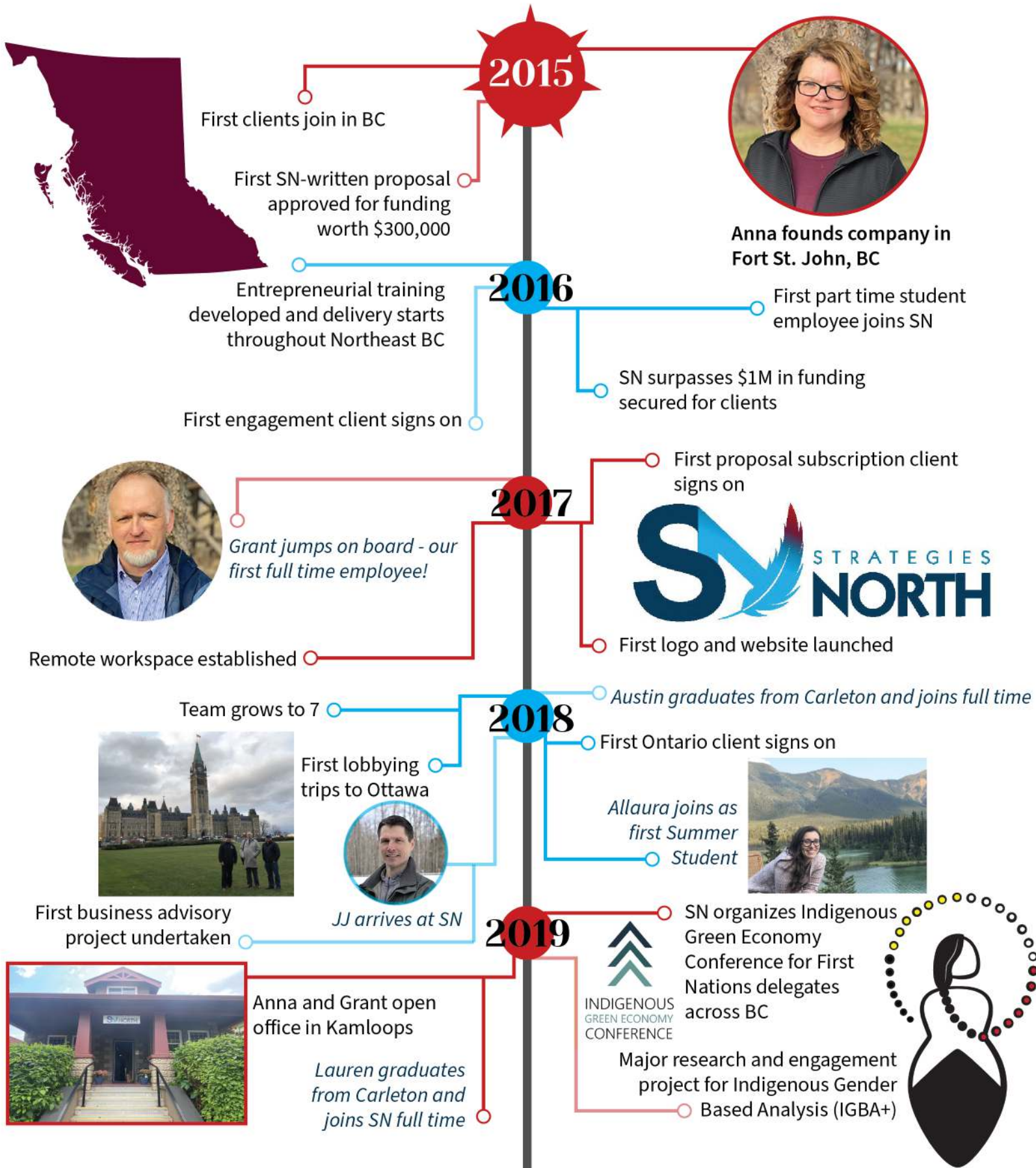
## Our internal and client successes of 2021 include:

- over **47 million dollars worth of funding proposals** submitted by our proposal team
- initiation of several housing development projects across the country
- ongoing development of EngageSN, our online engagement platform
- ongoing development of SN's funding application that will launch for client use in late 2022
- child and family jurisdiction engagement and policy development
- ongoing community engagement initiatives on a variety of topics
- strategic planning development
- governance support and training
- over **300 million dollars** in successful funding achieved to date.



Harriet Smith

# 7 Years of Strategies North



Launching of EngageSN as an online community engagement platform service



2020

Nick graduates from Gustavson School of Business and joins as Economic Advisor

Averi & Ari join the team



Darren joins and starts the Education Team



First comprehensive housing strategy completed

Allaura graduates from uVic and rejoins full time

Colson joins as web developer

Ronda and Caren join Education team

Nelson joins as Director of Housing and Infrastructure Services



SN has a Yukon team based in Whitehorse

5 summer students join the team during school break - Welcome Grace, Emily, Davis, Brenna, & Jacob!

Darren and Ronda pass certification for Trauma Informed Practitioners and Trainers

Team grows to 29

SN rebranding is launched

2021

Orzo joins as official company mascot



4 staff get accepted into and start prestigious masters programs - Congratulations Emma, Jessica, Melissa & Davis!



Harriet completes her Masters and rejoins full time



Marcy and Yana join the team, growing the Kamloops office to 4

Katerina and Emily join as Community Analysts

SN surpasses **\$300 million** in funding secured for clients

2022



WORD OF THE MONTH

ćkwítasq̓t: "birthday"

Secwepemctsin (language of the Secwepemc) is one of the Interior Salish languages of the large Salishan language family. Secwepemctsin sound system consists of 43 consonants and 5 vowels. Many of these sounds are not found in the English language and are difficult to learn.

# Staff Photo Contest

Our staff are from across Canada - BC, the Yukon, Alberta, Saskatchewan, and Ontario. Since we don't often get to see each other in person, we shared seasonal photos to get a sense of the beauty and diversity of our homes. **Here are our top four favourites! •**



## SPRING: TOP LEFT

"This photo is of Kinney Lake located in Mount Robson Provincial Park, BC with Mount Robson in the background."

- Yana Stratemeyer-Trinczek

## SUMMER: TOP RIGHT

"This photo shows the first lightning strike in the beginnings of a massive thunderstorm in Shirley, British Columbia on Vancouver Island." - Melissa Bates

## WINTER: BOTTOM LEFT

"This photo was taken 20 minutes north of Fort St. John, BC, in a rural area called North Pine. We can usually expect a few nights of great northern lights out here." - Allaura Lovell

## FALL: BOTTOM RIGHT

"This is the head waters of the Rancheria River in the Yukon. It wanders along a marsh with a number of small lakes. It then dumps into the river system which winds up in the Liard River." - Nelson Lepine