



ᐃᓕᓕ ᐱᓐ ᐱᓐ ᐱᓐ ᐱᓐ ᐱᓐ
Cree Native Arts & Crafts Association

Annual Report 2021-2022

living
**Cree Arts
and Crafts**

ᐃᓕᓕ ᐱᓐ ᐱᓐ ᐱᓐ ᐱᓐ ᐱᓐ
Cree Native Arts and Crafts Association
www.cnaca.ca



living
**Cree Arts
and Crafts**

MISSION

To diversify and grow a sustainable cultural economy in Eeyou Istchee involving partnerships among Cree artists, artisans and Cree communities that will preserve, promote and enhance the heritage of the Eeyou/Eenou Nation while encouraging contemporary means of expression that maintain Cree culture, values, traditions and skills.

Table of Contents

Message from the President	04
Message from the Executive Director	05
About CNACA	06
Programs and Services	08
CNACA Memberships	10
CNACA Sponsorship Program	14
Activity Report from the Executive Director	16
Local Arts Committees	17
Youth Arts & Crafts Business Development Workshop	20
Cree Knowledge Festival	21
15 th Annual Members Assembly	22
Eeyou Istchee Achievement Awards	24
Board of Directors	30
CNACA Employees	31



THEME

Cree Creations

FOR TODAY AND FOR THE FUTURE

Cree Native Arts & Crafts Association

205 Opemiska Meskino
Oujé-Bougoumou
Quebec G0W 3C0
Canada

Phone : (418) 745-2444
Fax: (418) 745-2324

administration@cnaca.ca
www.cnaca.ca

Message from the President

Wachiya, Kwey Kwey

Greetings and Bonjour!

Ever since the pandemic hit us, running and operating this organization has had its challenges. However due to the restrictions and limited ways we could conduct business, we managed to save and control the spendings and have been operating at a surplus for the past few years.

One of the major accomplishments was the establishment of the local arts committees and appointments of a chairperson in each community as per the requirements in the JBNQA. Training of these committees is the next priority so they can efficiently support and cater to our artists and artisans at the community level.

The re-opening of the Wachiya online store is an exciting opportunity for us and we plan to launch before the busy Christmas and holiday season. We will continue to surge forward in becoming a major distributor of our arts and crafts to our people and the rest of the world.

With the establishment of the local arts committees and their help, we will continue to pursue partnerships and sponsorships, so we can serve our artists and artisans better and grow our artist economy and industry.

In closing, I would like to thank each one of you in your belief and support over the years.

Meegwetch !

Kenneth Gilpin
President



Message from the Executive Director

Wachiya!

On behalf of the Cree Native Arts and Crafts Association, I would like to thank you, our members, and partners, for your essential and unwavering support during the COVID-19 pandemic. In a typical year, I would use this space to note the programming and events that our artist and artisans brought to life... but we all know that both 2020 and 2021 was no ordinary years.

In 2020-21, the Cree Native Arts and Crafts Association has entered into an important phase of growth and learning how to do business in an arts industry that itself is constantly changing. This change brought new opportunities with e-commerce and the Wachiya Store. We have also continued our efforts in making changes to our organization by enhancing the programs and services we offer to CNACA Members.

Although, the live entertainment venues and exhibition opportunities ground to a halt in accordance with gathering restrictions, and like CNACA, artist and artisans have found creative ways to promote and generate revenue with the use of social media and other media platforms. I applaud the creativity and initiatives by our artist and artisans.

I would like to express my gratitude and thanks to the staff at CNACA for their hard work and dedication to the association in achieving positive results.

The Cree Native Arts and Crafts Association has evolved by offering an on-line members registration and data base. We encourage you to visit our website at www.cnaca.ca and register as a member of the association. Keep in mind that you do not need to be an artist or artisan to be a member of the Cree Native Arts and Crafts Association. You simply have to care about the preservation of our Cree culture and our arts and crafts. Your membership helps to promote Cree artists and offsets the costs of our marketing efforts and other programs aimed at assisting our Cree artists.

Remember that our success as a nation comes from the artists we serve. They are the keepers of our culture. With the ongoing support of our members, partners, and Board of Directors, the Cree Native Arts and Crafts Association is ready for the future.

Meegwetch !

Gaston Cooper
Executive Director



About CNACA



Mission

To diversify and grow a sustainable cultural economy in Eeyou Istchee involving partnerships among Cree artists, artisans and Cree communities that will preserve, promote and enhance the heritage of the Eeyou/Eenou Nation while encouraging contemporary means of expression that maintain Cree culture, values, traditions and skills.

Vision

Our vision and work are guided by four pillars:

- Our artists and craftspeople are living bearers of our culture and heritage.
- Our arts and crafts are the expression of our past, our present and our aspirations for the future.
- Our artists and artisans must be able to sustain themselves economically through their talents.
- As long as Cree arts and crafts are maintained, and our traditions preserved; our Cree people will remain strong.

Objectives

To move forward in fulfilling our vision and mission, we focus on the following key objectives:

- Develop and be responsible for programs that contribute to the development of the Cree arts and crafts industry in Eeyou Istchee.
- Assist individuals or Cree communities in marketing and related services for arts and crafts products throughout the world
- Facilitate access to material resources for the creation, preservation and promotion of Cree arts and crafts.
- Coordinate our efforts with other Cree entities when needed for the support and promotion of Cree arts and crafts.

History

Since time immemorial, the Cree have maintained and flourished through hunting and harvesting activities, developed a rich material culture and arts traditions, and enjoyed the beauty of Eeyou Istchee's natural environment. From the beginning, the visionary leaders of our modern Cree Nation believed and expected that CNACA would play a key role in the socioeconomic development of our people. At the time of the negotiations of our treaty—the James Bay and Northern Quebec Agreement - our leaders envisioned that trapping, tourism, and the arts would occupy an important place in the future economic development of our Nation. It is for this reason that they insisted on the creation of the Cree Trappers Association, the Cree Outfitting and Tourism Association, and the Cree Native Arts and Crafts Association, as a mechanism for engaging community members in the governance and development of our nation.

”

“It was in 2004, that the Association was officially incorporated “to assume a leadership role on behalf of the Cree for the development of the arts and crafts and the cultural industries of Eeyou Istchee.”

Our Journey (JBNQA Obligations)

- 28.4.1** Canada and/or Quebec will assist the Crees with funding and technical advice in establishing, as soon as possible, as described herein:
 - A) a Cree Trappers' Association;
 - B.) a Cree Outfitting and Tourism Association;
 - C) a Cree Native Arts and Crafts Association.
- 28.7.1** There is established a Cree Native Arts and Crafts Program which shall include the structures, services, procedures, functions and agencies provided for in this Sub Section.
- 28.7.2** As soon as possible following the execution of the Agreement subject to the results of the feasibility studies referred to at paragraph 28.4.1 there shall be established a Cree Native Arts and Crafts Association which shall be responsible for and supervise the programs for the development of Native Arts and Crafts and a local Arts and Crafts Committees, in each Cree community.
- 28.7.3** The Chairman of each Local Arts and Crafts Committees shall have a seat on the Board of Directors of the Cree Native Arts and Crafts Association.
- 28.7.4** The Cree Native Arts and Crafts Association shall establish a Cree Central Marketing Service which shall assist individual Crees or Cree communities in the marketing and related services for Cree Arts and Crafts and shall make available to Cree individuals or Cree communities such material or equipment as may be required for the creation of native arts and crafts.
- 28.7.5** Subject to the results of the feasibility studies and in the event that a Cree Native Arts and Crafts Association is established, Canada, Québec and the Cree Regional Authority, in a proportion to be mutually agreed upon shall assist the Association in its operation and objectives.

We offer a range of programs and services to meet the growing needs of our artists and artisans

Programs & Services



Sponsorship Program

We provide sponsorship of up to \$5,000 to all eligible members of the Cree Arts and Crafts Association. The Sponsorship program is designed to increase opportunities for our members and support their artistic and career development in the arts, including the purchase of supplies and equipment. The Applicant shall be a beneficiary member of the Cree Nation of Eeyou Istchee.



Training & Education Program

Investing in knowledge transmission and up-skilling in the arts and crafts is the cornerstone of CNACA's capacity development mandate. Over the years we have successfully conducted a variety of popular training sessions, both in traditional knowledge and production techniques, such as moose hide tanning, sewing and tamarack decoy building, as well as business development and marketing. CNACA continues to offer training and education programs that are geared to the needs and priorities of Cree artists and artisans. Contact our staff to find out about upcoming training sessions or to propose ideas for new training opportunities.



Arts Promotion Program

We amplify Cree artists' stories and work through our various publications and online presence. We celebrate Cree cultural heritage and recognize excellence in craftsmanship through a variety of awards and shows. We provide a space for dialogue and action by organizing marketplace events in Eeyou Istchee. Fostering Cree arts and crafts as a professional activity producing authentic and high-quality work requires national and international networking opportunities. In addition to facilitating networking and collaboration between artists, CNACA promotes Cree arts and crafts at key exhibitions, conferences and trade related events, such as Salon des metiers d'arts (Montreal), Canadian Aboriginal Festival (Toronto), and various trade missions abroad.



Bursary Program

The CNACA Bursary Program provides a \$500 bursary to graduating high school Cree students who excel in the field of arts and crafts, and who distinguish themselves in their dedication to preserving and enhancing Cree culture, values, traditions and skills. The objective of the program is to support a new generation of aspiring artists and artisans with a strong commitment to their artistic development. The program accepts nominations by a teacher or guidance counsellor, for students who have demonstrated exceptional creative ability and dedication to the arts.



Gateway Information Center

CNACA acts as a one-stop-shop for artists seeking funding. While funding programs exist, namely from CALQ, SODEC, Canada Council for the Arts and others, most eligible Cree artists are not aware of these programs. The CNACA staff can help determine which grants an artist is eligible for and offers help with the application process.

CNACA Memberships

OPPORTUNITY AND EXPOSURE

www.cnaca.ca/artists



Our goal is to help you - the members !

You don't have to be an artist to be a member of the Cree Native Arts and Crafts Association. You simply have to care about the preservation of our Cree culture and our arts and crafts. If you are an artist or craftsperson, CNACA membership entitles you to access our sponsorship programs, attend trade shows, and participate in training programs organized by CNACA. Membership also gets you on our mailing list so that you can be informed of upcoming events. Your membership fee helps to promote Cree artists and offsets the costs of our marketing efforts and other programs aimed at assisting our Cree artists. Please consider being a contributor to keeping the arts alive and flourishing in Eeyou Istchee. **Become a member today!**

Member Benefits

Take advantage of benefits as a CNACA member, including access to funding, training opportunities, and more.

- Visibility in a global market
- Access to training in arts and business
- Help secure funding
- Strong visual presence on website, annual report and promotional materials
- Opportunity to participate in local, national and international trade shows and events



REGISTER ONLINE !

www.cnaca.ca/artists

Our convenient on-line registration is now available and easier for everyone to be a member. Be a contributor to keeping the arts alive and healthy in Eeyou Istchee.

01

Active Member

Any Cree beneficiary under the James Bay and Northern Quebec Agreement (JBNQA) engaged in arts and crafts activities. Active Members can participate in all the activities of the Association, receive notice of the meetings, and attend and vote at member meetings, including being elected to the Board or be appointed as a Director of the Association.

02

Associate Member

Any Non-Cree (Indigenous and non-Indigenous) who supports the goals and objectives of the Association is eligible to become an Associate Member. Associate members may participate in the activities of the Association and attend members' meetings. They are, however, not eligible to vote or be elected to the Board or appointed as a Director of the Association.

03

Honorary Member

Any elder, individual or organization who has rendered exemplary service to the Association, or to the positive development of arts and crafts in Eeyou Istchee is eligible to be an Honorary Member. Honorary Members are selected on an annual basis by the Board of Directors of CNACA. Honorary members may participate in the activities of the Association. They do not have a right to vote at member meetings, and they are not eligible to be elected or appointed as a director of the Association, unless they are Cree beneficiaries under the James Bay and Northern Quebec Agreement (JBNQA).

04

Corporate Member

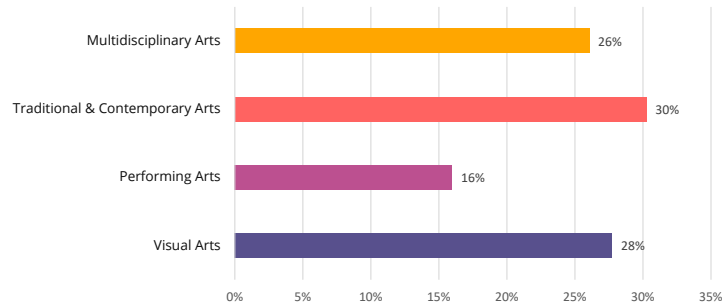
Any partnership or organization controlled by a majority of registered Cree beneficiaries operating within the traditional territory of Eeyou Istchee or any other organization or corporation that is interested in supporting CNACA's core values and mandate is eligible to become a Corporate Member. Corporate Members may participate in the activities of the Association, however, they do not have a right to vote at members meetings, nor are they eligible to be elected or appointed as a Director of the Association.

Stats

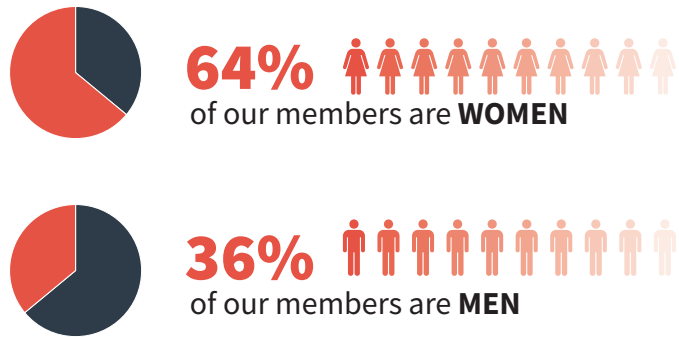
CNACA Members



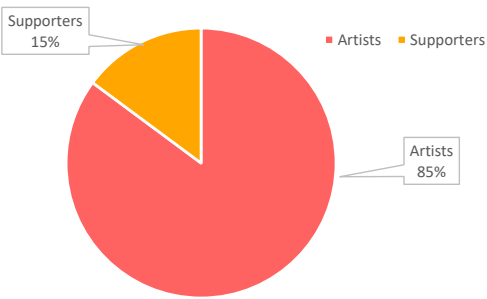
Members by Art Category



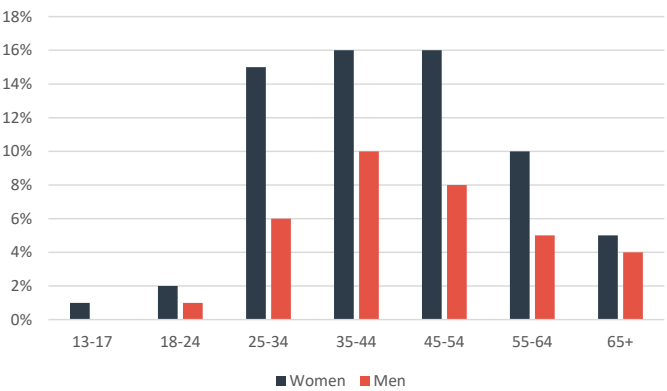
Members by Gender



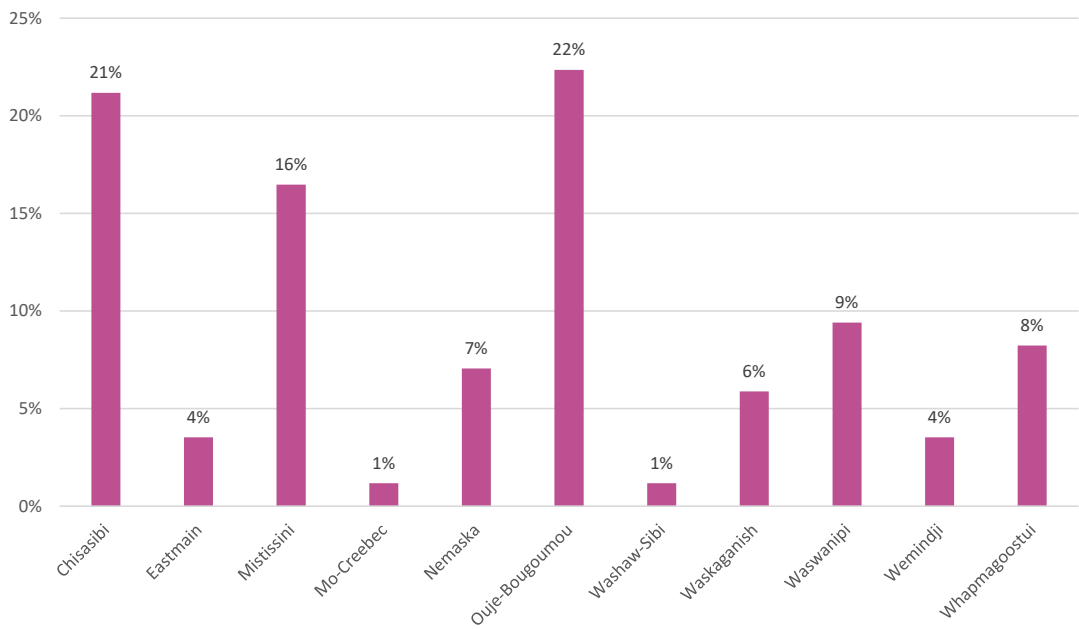
Artists vs Supporters



Members by Gender & Age Group



Members by Community



Members Database

Artist Directory



The Artist Directory is an online database that lists all registered members of CNACA. The website functions as a registration and administrative tool as well as a marketing tool to help promote our artists and artisans.

➔ Searchable Database

As an online searchable database, the Artist Directory provides the public an easy way to find information on CNACA members, their art and other personal and professional information. Artists can be searched by name, location and art category.

➔ Membership Registration

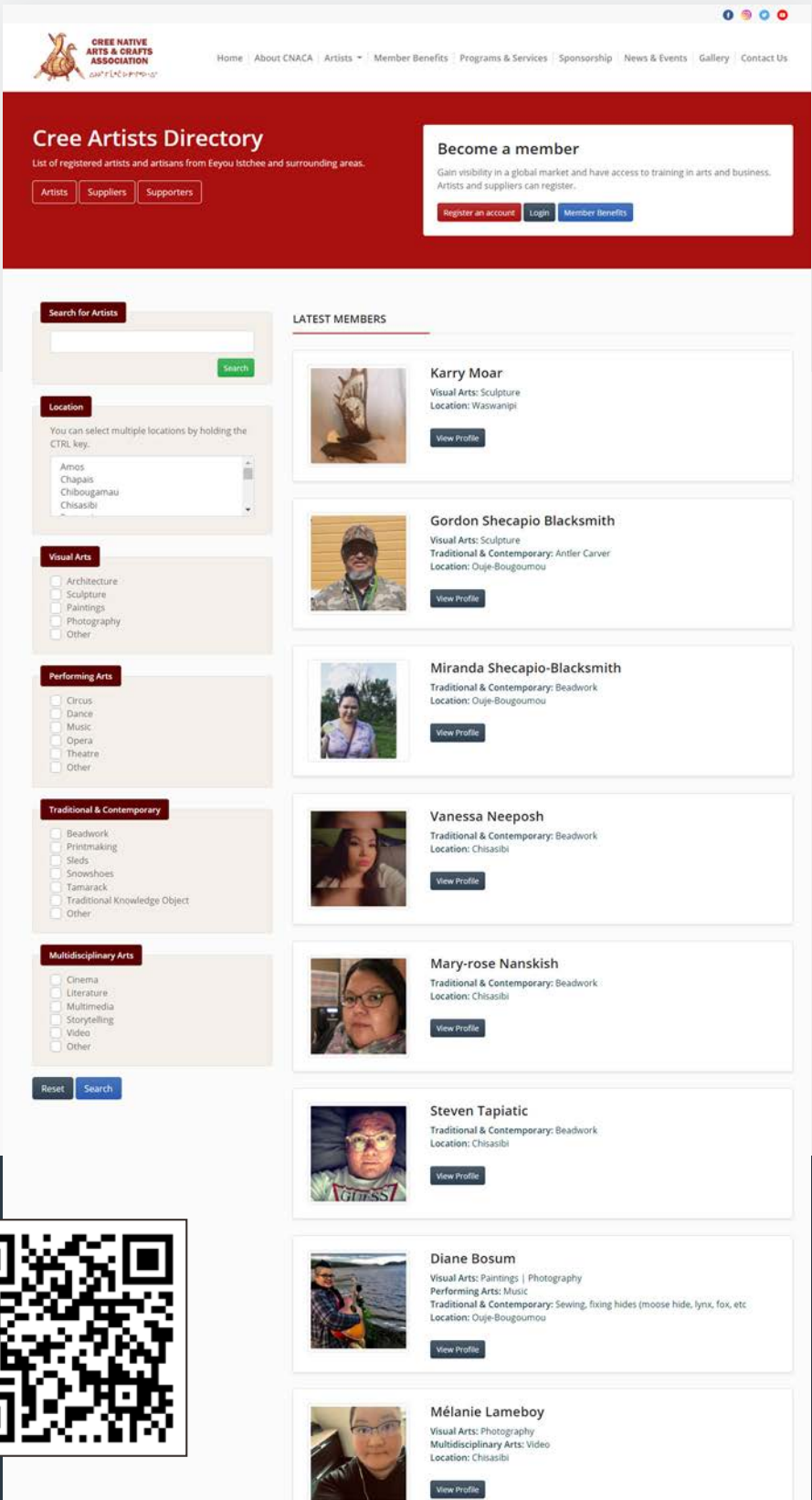
Members are able to register online, renew their memberships and manage their profile and bio.

➔ Administration Tool

As a membership administration tool, the database is used by CNACA staff to manage memberships, create reports, and gain insightful information about the evolution of its membership base.

REGISTER ONLINE AT
www.cnaca.ca/artists

Your membership fee helps to promote Cree artists and offsets the costs of our marketing efforts and other programs aimed at assisting our members.



Stats

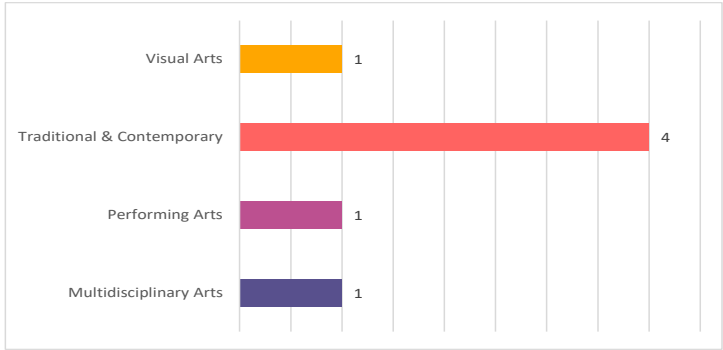
CNACA Sponsorship Program



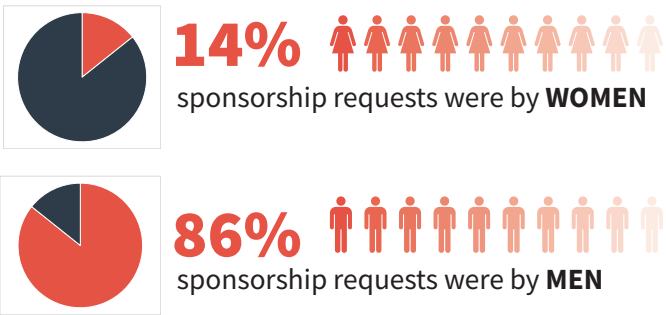
Total Sponsorships Dispersed (Apr 2021 - Mar 2022)

\$35,000

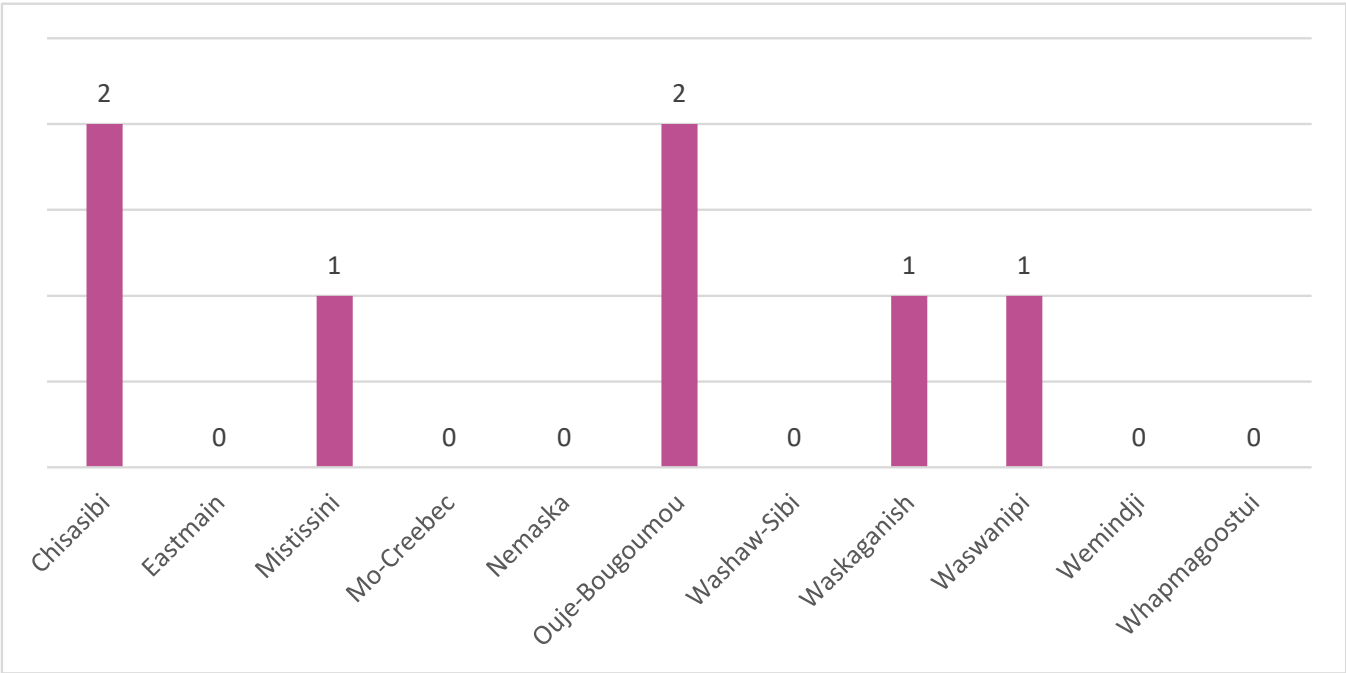
Sponsorships by Art Category



Sponsorships by Gender



Sponsorships by Community



ARE YOU LOOKING FOR FUNDING ?

**GET UP TO \$5,000
IN SPONSORSHIPS !**

CNACA Sponsorship Program



We provide sponsorship to all eligible members of the Cree Arts and Crafts Association. The Sponsorship program is designed to increase opportunities for our members and support their artistic and career development in the arts, including the purchase of supplies and equipment.

- ✓ The Applicant must be a member of the CNACA for a minimum of one (1) year.
- ✓ The Applicant must be a Cree beneficiary under the James Bay and Northern Quebec Agreement (JBNQA).
- ✓ If the Applicant is a corporation, organization or association, it shall demonstrate that it is legally constituted pursuant to the applicable laws and by-laws.

DEADLINE TO SUBMIT APPLICATIONS

All applicants must submit by midnight on these dates to be eligible

February 1st

April 1st

July 1st

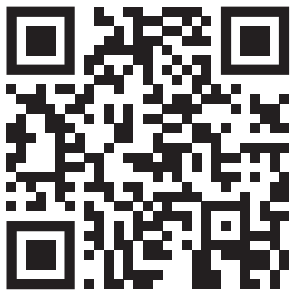
October 1st

More Info

www.cnaca.ca/sponsorship

Easy Application Process

Visit our sponsorship page on our website and download the digital application form. Fill out the form, attach all required documents and email it to us members@cnaca.ca.



Activity Report from the Executive Director



It is my pleasure to present to the members of the Cree Native Arts and Crafts Association, the activities report of the Executive Director covering the 2021-2022 fiscal year. This has been a period of solidifying our organization's basic mandate and ensuring responsible management, and by introducing innovative measures intended to enhance and develop the role of CNACA in accordance with our overall mission.

Gaston Cooper

Contents

- ➔ **Local Arts Committees**
- ➔ **Local Arts Committee Members**
- ➔ **Youth Arts & Crafts Business Development Workshop**
- ➔ **Cree Knowledge Festival**
- ➔ **15th Annual Members Assembly**
- ➔ **4th Eeyou Istchee Achievement Awards**
- ➔ **Artists Directory**
- ➔ **CNACA Sponsorship Program**
- ➔ **Bursary Program**
- ➔ **Corporate Sponsorship**
- ➔ **Board of Directors**
- ➔ **Administration & Staff**



Local Arts & Crafts Committees

The establishment of the Local Arts Committees is stipulated under the section 28.7.3 of the JBNQA with the primary mandate in conformity with the role of the regional association, to support the development of a Cree arts and crafts economy in Eeyou Istchee. The Local Art & Crafts Committee must be recognized by the local government and are composed of 3-5 members in diverse artistic files.

Mandate of the committee

The primary mandate of the Local Art & Crafts Committee should be in conformation of the regional association. Here are a few examples of the activities of the association.

- Being a voice for artists at the local level.
- Setting the strategic direction to guide the artistic needs of its' members and community.
- Generally responding to the needs of the local members.
- Facilitating access to materials (raw or other material).
- Gathering products made by artists of the LAC and through a CNACA marketing network, shipping products to a CNACA selling point (eventually through Wachiya).
- Promoting local arts and crafts and traditional know-how (targeting youth, schools, population in general).
- Managing training in arts and crafts.
- Managing arts and crafts events suitable for the local community.
- Certifying quality and authenticity of products (with guidance and assistance from CNACA).
- Making representations at the local political level to support artists and artisans and stimulate collaborations with other local organizations.
- Mounting membership drives (Active/Associated)
- Mounting corporate sponsorship drives.

Local Art Committees

Chisasibi Local Arts Committee

Chairperson: Dwayne Cox
Vice-Chairperson: Lily Napash
Darlene Bearskin
Cinderella Visitor Chakpash
Charlotte Kanatewat Moar
Christopher Napash
Marlene Bearskin

Eastmain Local Arts Committee

Chairperson: Kenneth Gilpin
Roger Weapenicappo
Pauline Tomatuk
Kathleen Whiskeychan

Washaw Sibi Local Arts Committee

Chairperson: Minnie Otter
Johnny Salt
Lyne Sue Kistabish
Oscar Kistabish
Jaedon Mapachee
Jimmy Robert

Waswanipi Local Arts Committee

Chairperson: Caroline Happyjack
Louise B. Saganash
Darrell Cooper
Irene Otter
Sandra Mianscum
Ella Neeposh

Mistissini Local Arts Committee

UNOFFICIAL

Lloyd Cheechoo
Beth Sealhunter
Samuel Mianscum
Jerry Coon
George Longchap
Emma Matoush
Rachel Neeposh
Alexandrea Coon

Nemaska Local Arts Committee

Chairperson: Deborah Wapachee
Vice-Chairperson: Elton John Salt
Danny Gull
Helen Tanoush Gull
James Wapachee

Whapmagoostui Local Arts Committee

Joshua J. Kawapit
Eddie Masty Sr.
Betsy Kawapit
Benjamin Masty
Nellie George

UNOFFICIAL

Wemindji Local Arts Committee

Chairperson: Edward Georgekish
Vice-Chairperson: Emmet Georgekish
Secretary Treasurer : Betty Stewart
Allan Matches
Mabel Georgekish

Ouje-Bougoumou Local Arts Committee

Chairperson: Diane Bosum
Kenny Mianscum
Harry Sharl
Alice Shecapio-Blacksmith
Sam R. Bosum

Waskaganish Local Arts Committee

Chairperson: Vanessa Stephen
Jamie Joyce Jacob
Jimmy Tim Whiskeychan
Carrie Weistche
Mary Jane Salt
Emily Hester
Darryl Salt

McCrebec Local Arts Committee

(To be confirmed)

Please note that some of our Local Arts Committees were not finalized at the time this publication was printed. Please visit our website for the latest and most updated list at : www.cnaca.ca/local-arts-committees

Youth ARTS & CRAFTS BUSINESS DEVELOPMENT WORKSHOP

YOUTH IN BUSINESS THROUGH ARTS & CRAFTS



In partnership with the Chisasibi Indigenous Arts & Crafts Association & Chisasibi Youth Council

To build a strong arts and crafts economy in Eeyou Istchee, it is necessary to educate the youth in the fundamentals of business.

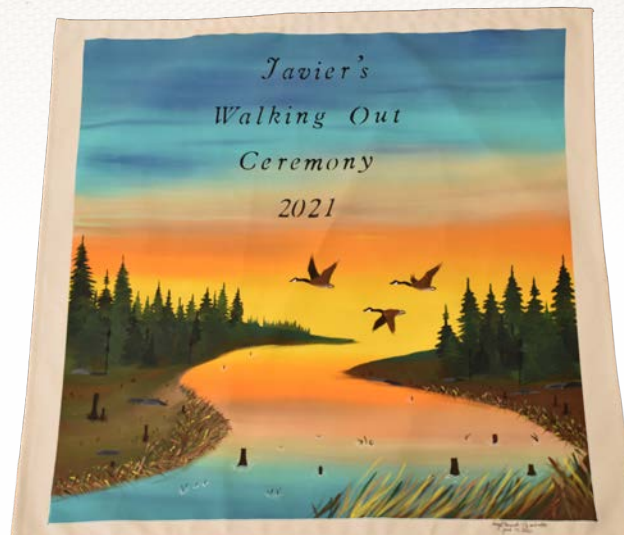
The Cree Native Arts & Crafts Association in partnership with the Chisasibi Indigenous Arts & Crafts Association and Chisasibi Youth Council, held the Youth Arts & Crafts Business Development workshop in Chisasibi on June 17-18, 2021. The workshop was facilitated by Irene Neeposh from SKY consulting and Adrienne Shecapio, our Special Projects and Events coordinator. The workshop covered an introduction on how to price products, how to promote their products on social media, how to interact with potential and existing clients to encourage repeat business, how to photograph products, how to set up a PayPal account, contracts, shipping, commissions, consignment, customer service and more!

Participants were encouraged to bring their art to the workshop to be used as examples on how to price the products, to look at the materials used and the resources used to create the artworks.

Due to the popularity of this workshop we plan to hold these workshops in every community in Eeyou Istchee in the following months.



Painting by Georgina Neeposh from Chisasibi



Painting by Angel Napash-Iserhoff from Chisasibi



Cree Knowledge Festival

The Cree Knowledge Festival – re-branded from Cree Heritage Festival - is an event that provides visitors with authentic Cree heritage experiences and contributes to tourism growth. The festival will be an engaging multi-disciplinary event that brings Cree and visitors together to share, learn, and have fun. It features a variety of workshops and opportunities for visitors to learn about handicraft, local cuisine, wildlife conservation, and harvesting practices and take part in traditional activities, such as, storytelling, and games.

The Cree Outfitting & Tourism Association (COTA), along with the Cree Native Arts and Crafts Association (CNACA) and the Cree Trapper's Association (CTA) completed Phase 1 of the project in March 2022, which was to develop a 3-year business plan for this event. It includes a marketing and communications strategy, a detailed budget, and a roster of Cree artisans and performers as well as logistical considerations for applying for financial assistance from regional, provincial, and national funders.

COTA's plan had been to launch the Festival in August 2022. With COVID-related restrictions still in place through the winter and spring of 2022, however, they were unable to access the funding needed to coordinate and organize an event of this scale. Alternatively, they will be hosting a scaled-back virtual event in 2022 that will include musical performances and storytelling and will be live-streamed



The first in-person Cree Knowledge Festival is planned for the summer of 2023 in Ouje-Bougoumou. It will be a hybrid event as some features will be available on-line. Funding for this project was generously provided by Canadian Heritage and the Cree Nation Government.

15th ANNUAL MEMBERS ASSEMBLY

NOVEMBER 24 - 25, 2021

ONLINE VIRTUAL EVENT

CREE CREATIONS: FOR NOW AND FOR THE FUTURE

The 15th Annual Members Assembly was held on November 24 –25, 2021. Due to the pandemic, the annual members assembly was held virtually online from 9:00 am to 5:00 pm.

The two-day event covered corporate matters, appointment of the Chairperson and Secretary, elections of board members, community and financial reports among other items. Entertainment and artist demonstrations was provided between breaks. Workshops were presented by the staff on various topics including how to start an arts and crafts business, funding resources, sponsorship programs among other topics.

Although challenging, this year has enabled the Cree Native Arts and Crafts Association to create local arts committees in the Cree communities, develop tools to expand membership and streamline administrative procedures. This is reflected in this year's theme, and the direction we are pursuing by increasing support for existing members, while encouraging Cree artists and artisans to join in expanding our reach in Eeyou Istchee and across the globe. Being responsive to unprecedented challenges and adapting to new realities today, will establish a strong foundation for the future.

WORKSHOPS

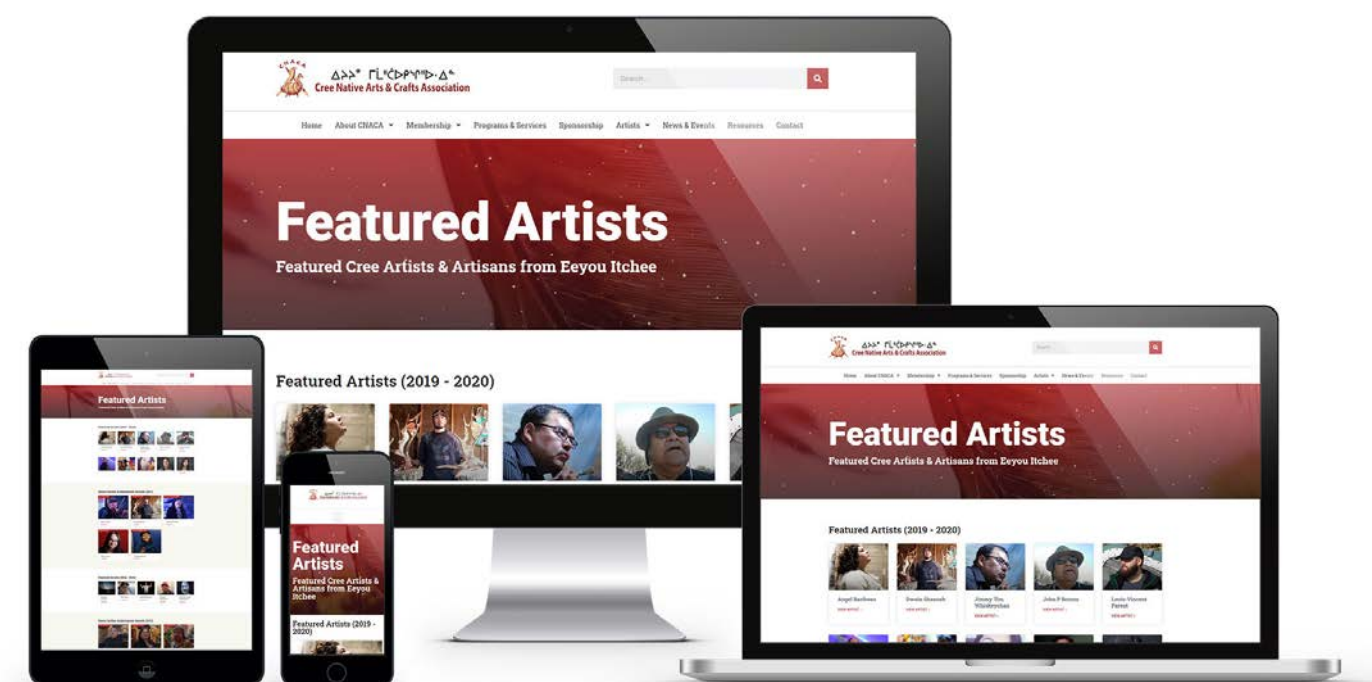
- How to Start an Arts & Crafts Business
- Funding Sources - What is Available?
- CNACA Sponsorship Program
- Membership Benefits & Programs
- Artist Directory - How to Register ?
- Introduction to Basic Marketing
- Advertising Your Products
- How to Photograph your Products
- Authentic & Semi-Authentic Products

CORPORATE AGENDA

- Annual Report 2019 - 2020
- 5 Year Strategic Plan
- Appointment fo Chairperson & Secretary
- Adoption of Budget & Audit
- Local Arts Commmittee Reports
- Corporate Matters

VISIT OUR WEBSITE

www.cnaca.ca



1 Responsive & Fast Loading

The new website is responsive in design to adapt to any screen size. The website is accessible via phones, tablets, computers and even on your TV. The new design loads faster and is optimized to use the least bandwidth on mobile devices.

3 Access to Information

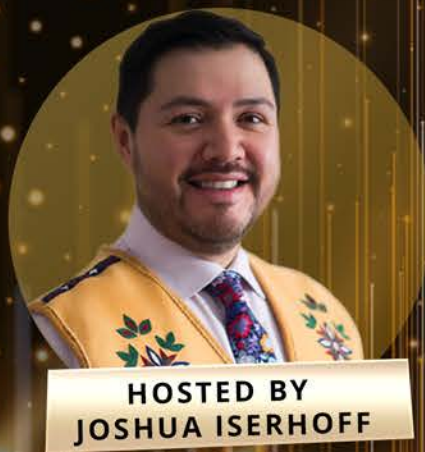
The new website features expanded sections with a wealth of information including programs and services we provide, membership benefits, our sponsorship program, funding sources and the latest news and workshops.

2 Easier to Navigate

It is now easier to navigate the CNACA website with the new and improved navigation. Information and pages are now just a click away from the main page making it easier for our users to access information from any page or section.

4 Featured Artists Section

Our new Featured Artists section showcases the artists who have been featured in our Annual Report and Eeyou Istchee Achievement Awards. The section contains links to each artists bios, including their contact info and a showcase of their crafts with videos and pictures.



HOSTED BY
JOSHUA ISERHOFF

4TH EYYOU ISTCHEE ACHIEVEMENT AWARDS

VIRTUAL ONLINE EVENT | NOV 11, 2021 | 7PM - 11PM

The CNACA Eeyou Istchee Achievement Awards is a way to present, promote, and bring recognition to our Cree artists and artisans for their outstanding contribution and exemplary dedication to the arts in Eeyou Istchee. Hosted by Joshua Iserhoff and live streamed by JBCCS, the Award Ceremony featured music videos from artists from N'we Jinan Records and acceptance speeches from the winners. To reflect our changing artistic world and the increasing diversity of the fields of practice and skills of our Eeyou artists and artisans, we have expanded our award categories from 5 to 12 distinct categories.



Jonathan Longchap

Visual Arts Award

Presented to an artist who has achieved excellence or has made a significant contribution to the visual arts scene in any medium, including painting, carving, sculpture, ceramics, photography, drawing, etc.

Jonathan Longchap who is from Ouje-Bougoumou, had the passion to draw and sketch from an early age. Recently he started doing tattoos and gained instant recognition for his skill. He is probably the only tattoo artist in Eeyou Istchee. Jonathan was nominated and won the CNACA Visual Arts award in 2021.



Katie-Joy Sealhunter Matoush

Contemporary Arts Award

Presented to an artist or artisan who has achieved excellence and innovation in utilizing Eeyou traditional arts and crafts as an inspiration for creating contemporary art.

Katie-Joy Sealhunter Matoush originates from the Cree Community of Mistissini. She began beading and sewing at a young age at the family table. Watching her Great Grandmother Phyllis Matthew sew is what led her to fall in love with the creativity and skill at a young age. Her mother Anita-Rose Sealhunter Matoush continues to inspire and encourage her as she establishes herself as an artist/entrepreneur. As an artist, hard work and commitment plays an important discipline and she does not shy away from putting long hours into her work. Her artwork and showcase can be found on her Facebook page 'Katie-Joy's Beadwork'. She continues to work hard and has earned notice from many throughout the Cree Nation and abroad. In 2021, she won the Contemporary Arts award at the 4th Eeyou Istchee Achievements Awards hosted by CNACA.



Neil Diamond

Multidisciplinary Arts Award

Presented to an artist who has achieved excellence or has made a significant contribution to the field of multidisciplinary arts, including multimedia, storytelling, and literature.

Neil Diamond is a Cree-Canadian filmmaker based in Montreal, Quebec, Canada, born and raised in Waskaganish, Quebec. Working with Rezolution Pictures, Diamond has directed the documentary films Reel Injun, The Last Explorer, One More River, Heavy Metal: A Mining Disaster in Northern Quebec and Cree Spoken Here, along with three seasons of DAB IYIYUU, a series for the Aboriginal Peoples Television Network about Cree elders. As of April 2011, Diamond is developing a project with Inuit filmmaker Zacharias Kunuk about the 18th-century conflict between Cree and Inuit, which lasted almost a century.



Nelly Wapachee Gray

Traditional Arts Award

Presented to an artist or artisan who has achieved excellence or has made a significant contribution to Eeyou traditional arts and crafts.

Nellie W. Gray is 40 years and is from Mistissini. She has 3 children of her own, a stepson, 3 grandsons and her husband by her side. She currently works in administration at Cree Nation Government. During her spare time, she does work as an artisan and runs her small business "Gookum Nellie's Crafts". She is passionate about learning everything she can from her mother who passes down her knowledge of culture to her, her siblings and anyone that wants to learn. Like her mother, her love of teaching what she knows with anyone that wants to learn is also her drive. Nellie has been sewing and beading for about 17 years now. She has started her small business only in the last 5 years and has started giving workshops in the last year and a half. Nellie hopes to one day turn this passion into a full-time career.



Paula Menarick

Self Innovator Award

The Self Innovator Award not only celebrates artists who have taken a traditional art form and re-fashioned it to make it their own, but also those who have taken their own initiative to promote their art either locally and/or regionally.

Paula Menarick, a traditional and contemporary artist, was born and raised in Chisasibi. She does beadwork, embroidery, moose hide crafts, sealskin crafts, powwow outfits, Cree ceremonial outfits, ceremonial items.. etc. She is the owner of Fast Cloud Inspirations, where she sells her crafts to people all around Eeyou Istchee, Nunavik, Nunavut, Canada, United States and overseas.



The NorthStars

Performing Arts Award

Presented to an artist or group who has achieved excellence or has made a significant contribution to the field of performing arts, including theater, music, dance, etc.

Melodic storytellers The NorthStars are an energetic yet laid back hip hop duo from Nemaska, Quebec. Heavy hitters in the Northern Cree Music scene, members Elton J. Salt and Gary Jolly deliver an authentic experience, fusing gritty dark beats with bright acoustic pop notes. Beasts on the mic, rap singer songwriters Salt and Jolly aim to make change and inspire a generation through an authentic approach and performance.



Margaret Sam-Cromarty

Lifetime Achievement Award

The Lifetime Achievement Award honors an individual who has achieved a high level of success over his or her lifetime.

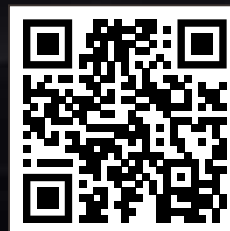
Margaret Cromarty, an accomplished writer, eco tourism guide, speaker and poet, has lived on the land most of her life, growing up on Fort George Island where there was no electricity or running water, and later moving to Chisasibi in 1981.

Her three books are Indian Legends and Poems; James Bay Memoirs, A Cree Woman's Ode to her Homeland and Cree Poems and Stories.

Her most favorite poem she's ever written is titled "Trees." It was selected in a nationwide search to appear in a book along with other well-known Native poets from across Canada.

Did you miss the livestream ?

Scan the barcode and watch the entire event as we celebrate, promote, and bring recognition to our Cree artists and artisans for their outstanding contribution and exemplary dedication to the arts in Eeyou Istchee.



Luke Macleod

Buckley Petawabano Award

The Buckley Petawabano Award is named after Buckley Petawabano who is regarded as an icon of Cree influences in the media. The award recognizes excellence in the media field.

Founding member of the regional radio of James Bay Cree Communications Society (J.B.C.C.S.) and the first to host in 1986 their inaugural daily broadcasts. Today, after retiring as their Executive Director, three years ago, presently provides 15 hours weekly programming from a home studio in Mistissini. Originally started in radio as a Manager of the local radio station in Mistissini in 1981 which included hosting their programs. As with JBCCS, CINI FM the local station, had mandates to use this media supporting and preserving the Cree Language and culture. Having been recognized for Achievement in the use of Cree Language in the media in 2018 by the Cree Cultural Institute, Luke continues to pursue the highest level of the spoken Cree with the help of our master speakers, our Cree elders.

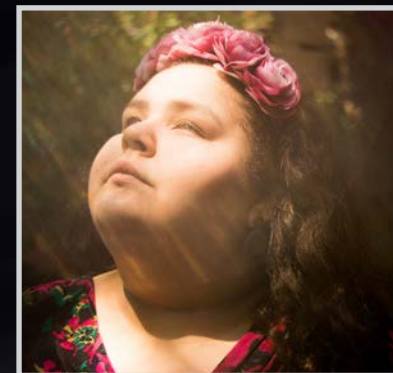


Nalakwsis

Youth Artist of the Year

The Youth Artist of the Year recognizes young Crees' contributions to the arts in Eeyou Istchee. The award aims to promote a positive image of young people, to generate awareness of the valuable contributions that youth make to our community, and to encourage and support their continued engagement and creativity in the arts and crafts sector.

Saige "Nalakwsis" Mukash (they/them) is an Illustrator, beadwork artist, photographer and writer, who hails from Whapmagoostui, QC. Nalakwsis focuses on four special categories which are racial issues, climate and the environment, LGBTQ +/2spirit awareness and issues, and indigenous photographers. In 2018, they started a social media challenge called the "Bead this in your style", to encourage bead-workers of different levels to express themselves and show their design/work from selected designs drawings. Nalakwsis is self-taught, and continues to be inspired by Eeyou culture, history and legends, in Whapmagoostui.



Angel Baribeau

Rising Star Award

The Rising Star Award acknowledges an individual's hard work and dedication to their arts endeavor and who are committed to bringing their art to a professional level.

Angel Baribeau is a Queer, non-binary, singer songwriter & recycle artist from Cree Nation of Mistissini, Northern Quebec. An absolute powerhouse vocalist, Baribeau flows with emotions and an intimate vulnerability that cascades through distinct warm textures and catchy acoustic pop melodies as they flawlessly deliver an effortless performance that is seasoned with maturity and wisdom beyond their years. Their debut solo album "For Those I Love(d)" which hit top 3 on the Apple Music Pop Canada charts the week of its release. Their second single "Wish We Were Older" has received over 20,000 streams on Spotify and hit #1 on the NCI FM National Indigenous Music Countdown hosted by SiriusXM Canada. Ultimately, Baribeau's goal is to be a changemaker. They feel a responsibility to pursue their talent to create more representation in the scene, recognizing that there are very few people in the industry that look like and identify as they do.



Ronnie Rupert

Best Fiddler Award

The Best Fiddler award is awarded to the best fiddler in Eeyou Istchee.

Ronnie Rupert hails from the Cree Nation of Chisasibi. He learned how to play the fiddle from his uncle Sam and his cousin Conrard at the early age of 11. He plays traditional music and various other genres including blue grass. Ronnie can be found performing in weddings and dance competitions. He has toured Eeyou Istchee and played in Montreal, Ottawa and Val D'or. He had the opportunity to play with Claude McKenzie (Kashtin) during a show in Waswanipi. Ronnie has also recorded and released an album.



Chisasibi Indigenous Arts & Crafts Association

CNACA Arts Leadership Award

This award honors an organization or group that advances, contribute to the preservation of, or whose vision and leadership provide heightened visibility to the value of Cree arts and crafts.

Chisasibi Indigenous Arts & Crafts Association is dedicated to promote the local Artists and Artisans in Chisasibi. They believe traditional and contemporary artists hold the foundation on preserving Cree heritage and culture through wide range of artistic forms.



BURSARY PROGRAM

ABOUT THE BURSARY PROGRAM

The CNACA Bursary Program provides a \$500 bursary to graduating high school Cree students who excel in the field of arts and crafts, and who distinguish themselves in their dedication to preserving and enhancing Cree culture, values, traditions and skills. The objective of the program is to support a new generation of aspiring artists and artisans with a strong commitment to their artistic development. The program accepts nominations by a teacher or guidance counsellor, for students who have demonstrated exceptional creative ability and dedication to the arts.

ELIGIBILITY CRITERIAS

- 1** *Student must be Cree*
- 2** *Student must be a secondary five graduate*
- 3** *One (1) \$500 bursary awarded per school and community*
- 4** *Student must be nominated by a teacher or guidance councillor*
- 5** *Student must be nominated before the school year end*

More Info

www.cnaca.ca/bursary

NOMINATION FORM

Visit our website at www.cnaca.ca/bursary and download the digital PDF nomination form. Fill it out and email to us at administration@cnaca.ca



CORPORATE SPONSORSHIP

GIVE A LITTLE. HELP A LOT.
Creating a brighter future for our artists and artisans.

Among the objectives envisioned by the JBNQA, the Cree Native Arts & Crafts Association's (CNACA) mandate includes, assisting artists and artisans, as well as communities, in marketing and product distribution services, training and capacity building, and intergenerational knowledge transfer by facilitating access to material resources for the creation, preservation and promotion of Cree arts and crafts. Our artists and craftspeople are living witnesses of our culture and heritage.

Sponsorships provide CNACA with a means of strengthening our core mandate, including establishing strategic partnerships with corporations, not-for-profit organizations and individuals, and offer opportunities to diversify external revenue sources to our organization. As a not-for-profit organization, CNACA is actively seeking sponsorship opportunities in return for recognition, public acknowledgement or publicity, or other promotional considerations for a variety of activities we undertake, including events, projects, materials and equipment, and other core operational needs.

WHY SPONSOR CNACA ?

PRESERVE CREE CULTURE

Help preserve and strengthen Cree culture, knowledge and craftsmanship.

PROMOTE OUR ARTISTS

Help promote and advance our artists and artisans,
locally, regionally and internationally.

GROW CULTURAL INDUSTRY

Help diversify and grow the cultural industry in Eeyou Istchee.

MAINTAIN OUR PROGRAMS & SERVICES

Help maintain and expand our core programs and services.

Rates and Benefits

The following are rates and benefits to your organization if you decide to sponsor us.

Description	Platinum	Gold	Silver
Yearly sponsorship rate	\$5,000	\$3,000	\$2,000
Prominent sponsor logo on banner at all events	X	X	
Prominent sponsor logo at the bottom of main page of CNACA	X	X	
Presence on sponsorship page by tier level	X	X	X
Company profile page on CNACA website with backlinks	X	X	X
Sponsorship video message at events	X	X	
1 Banners Ad – Shown on specific pages on the CNACA website	X		
Discount on product purchases *	15%	10%	

* discount is only available to the business, organization or entity and not to their employees.

Ready to sponsor us?

We thank you for your generosity and for considering sponsoring CNACA.
Please visit our website at
www.cnaca.ca/corporate-sponsorship and
download the fillable PDF file.



More Info

www.cnaca.ca/corporate-sponsorship

2021 - 2022

Board of Directors

Experienced, effective and diverse leadership



Kenneth Gilpin
President
Eastmain Representative



Diane Cooper
Vice - President



Jimmy Tim Whiskeychan
Treasurer



Deborah Wapachee
Executive Member
Nemaska Representative



Edward Georgekish
Executive Member
Wemindji Representative



Dwayne Cox
Board Member
Chisasibi Representative



Vacant
Board Member
Mistissini Representative



Diane Bosum
Board Member
Ouje-Bougoumou Representative



Vanessa Stephen
Board Member
Waskaganish Representative



Vacant
Board Member
Waswanipi Representative



Natasia Mukash
Board Member
Whapmagoostui Representative



Gloria Polson
Board Member
Washaw Sibi Representative



Vacant
Board Member
MoCreebec Representative

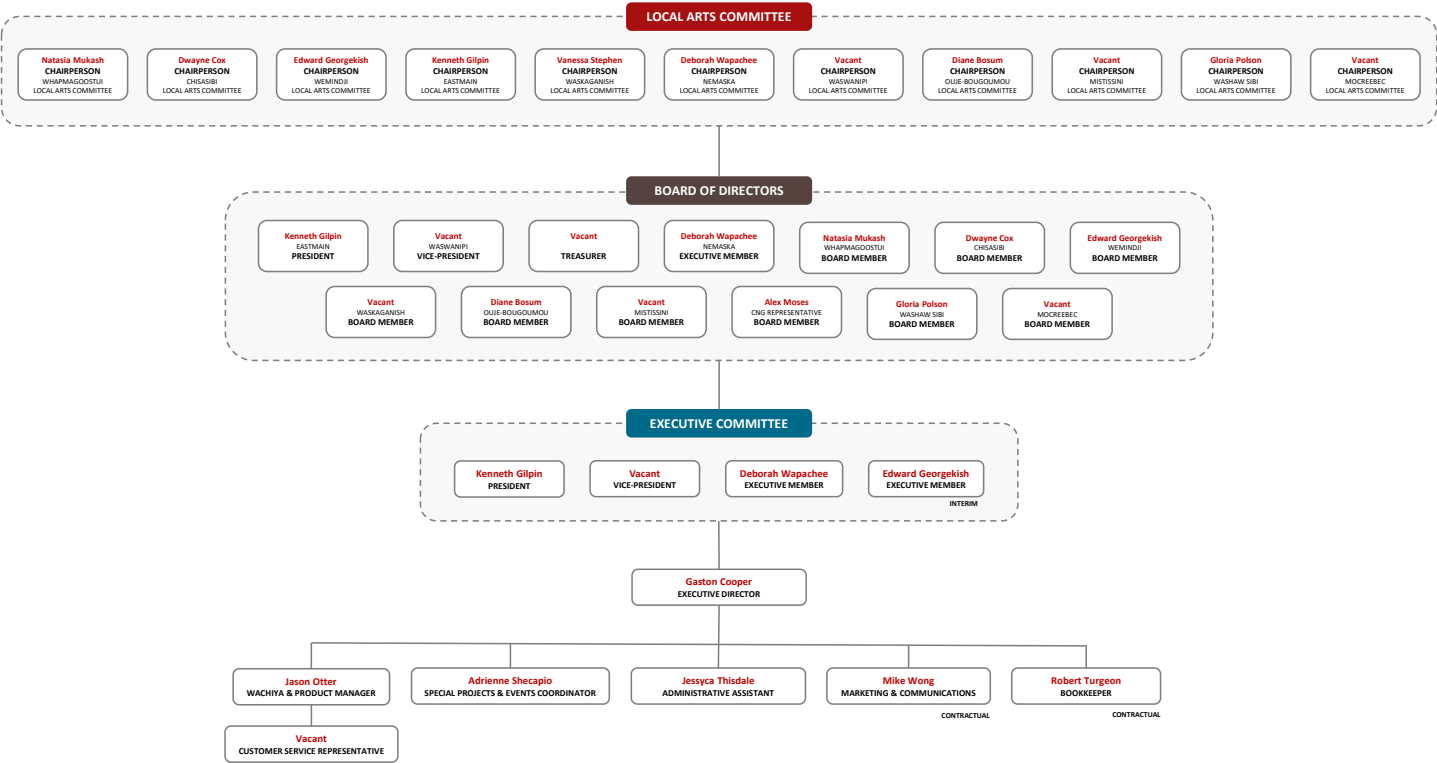


Alex Moses
Board Member
CNG Representative



Léo Parent-Sirois
Legal Counsel
Murdoch Archambault

CNACA ORGANIZATIONAL CHART



CNACA Employees 2021 - 2022



Gaston Cooper
Executive Director



Jessyca Thisdale
Administrative Assistant



Jason Otter
Product Manager



Adrienne Shecapio
Special Projects &
Events Coordinator



Mike Wong
Marketing &
Communications
(Contract)



Robert Turgeon
Bookkeeper
(Contract)

FOR TODAY AND FOR THE FUTURE



205 Opemiska Meskino
Oujé-Bougoumou
Quebec G0W 3C0
Canada

