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Cree Native Arts & Crafts Association

Annual Report 2023-2024

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**Cree Arts
and Crafts**

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Cree Native Arts and Crafts Association

www.cnaca.ca

Annual Report 2023 - 2024

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Cree Native Arts & Crafts Association

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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.

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Message from the President

This past year, I have had the great honor and privilege of stepping into the role of President of the Cree Native Arts and Crafts Association. I am both proud and excited to lead this incredible organization, which continues to be a cornerstone for promoting, preserving, and celebrating the rich traditions and artistry of Cree culture. CNACA stands as a powerful platform, connecting our talented artists to communities near and far, while ensuring that the stories, skills, and heritage woven into each creation are honored and shared.

Throughout this year, I have been inspired by the dedication, creativity, and passion of our artists, whose work reflects not only their remarkable skill but also the spirit and resilience of our people. I am equally grateful for the support of our community members, partners, and customers who have played a vital role in helping CNACA fulfill its mission. Together, we are fostering a space where cultural preservation and artistic expression thrive, supporting both our artists and the continuation of our traditions for future generations.

As we reflect on this year's milestones and look toward the opportunities ahead, I remain committed to growing CNACA's impact and reach. With your continued trust and support, we will build on the strong foundation that has been laid and ensure that Cree artistry and culture continue to flourish for many years to come.

Thank you for your belief in our mission and for standing with us on this important journey.

Dwayne Cox
President



Message from the Executive Director

Wachiya!

I am thrilled to present the Annual Report for 2023-2024. As the newly appointed Executive Director of CNACA, I am honored to embark on this journey alongside all of you during such a transformative time for our organization.

With a background as an artist and a degree in Creative Industries from Toronto Metropolitan University, I bring a diverse perspective that fuels my passion for empowering artists and celebrating our rich Cree culture. This role is not just a professional milestone for me; it's a full-circle moment that I deeply cherish. I extend my heartfelt gratitude to the Board of Directors, the Executive Committee, and our dedicated staff for their trust and support.

I believe that CNACA has a vibrant vision that sets the stage for a remarkable future. Together, we've made significant strides in our strategic plan, which has already led to the achievement of many important goals. Now, we stand at the threshold of new possibilities, ready to define our path forward and elevate the voices of our artists.

Let's continue to work together to shape a bright future for CNACA, where creativity and Cree culture flourish.

Thank you for being part of this journey!

Dale 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)

- 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

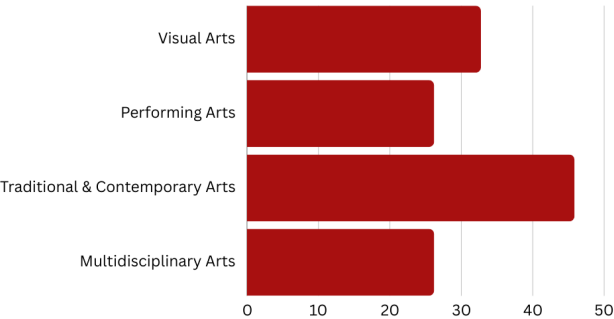
Any partnership or organization controlled by a majority of registered Cree beneficiaries operating within the traditional territory of Eeyou Istchee or any other organization or corporation that is interested in supporting CNACA's core values and mandate is eligible to become a Corporate Member. Corporate 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.



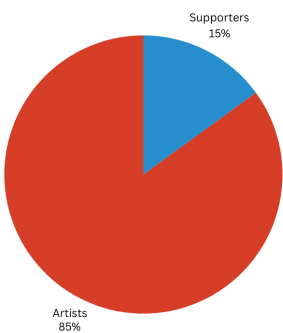
Stats

CNACA Members

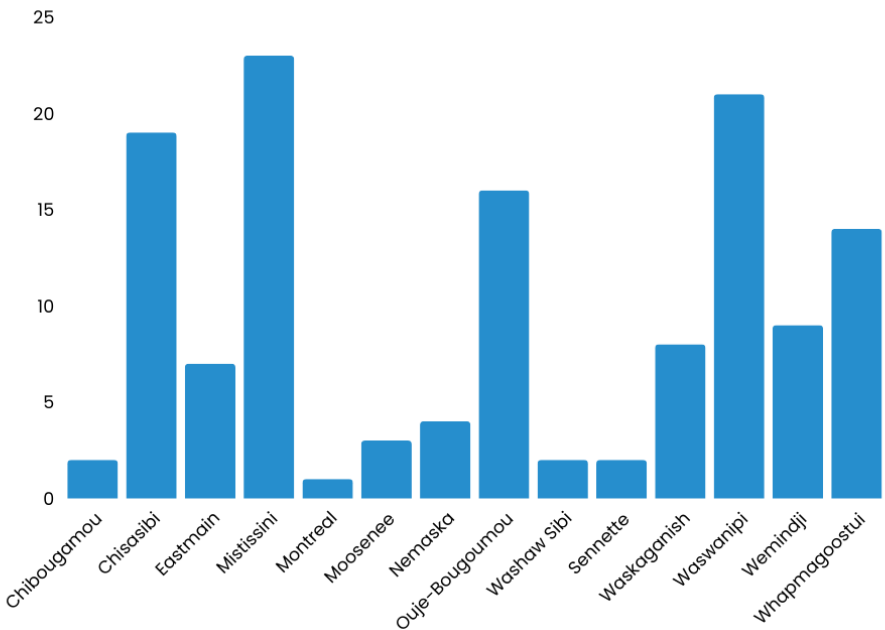
Members by Art Category



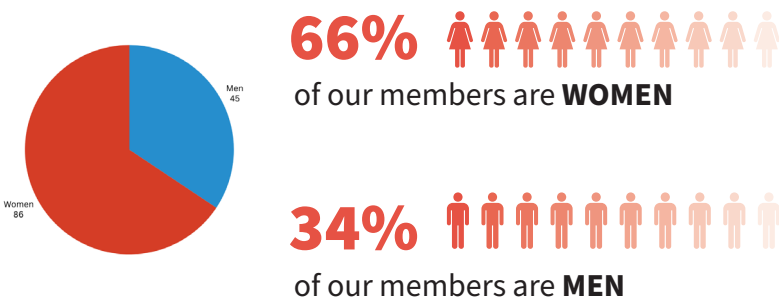
Artists vs Supporters



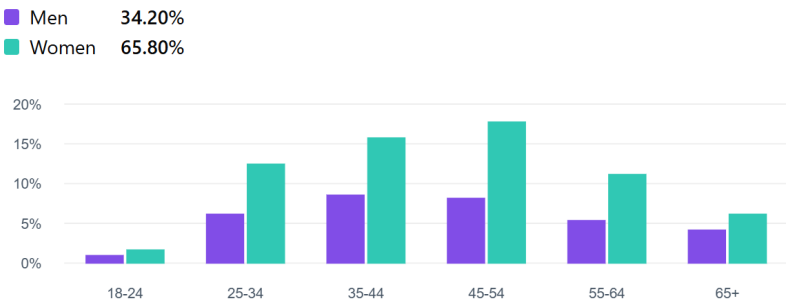
Members by City



Members by Gender



Members by Gender & Age Group



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.

The screenshot displays the 'Search for Artists' interface. It includes a search bar, a 'Location' dropdown menu with options like Amos, Chapais, Chibougamou, and Chisasibi, and several checkboxes for 'Visual Arts', 'Performing Arts', 'Traditional & Contemporary', and 'Multidisciplinary Arts'. Below the filters are 'Reset' and 'Search' buttons. To the right, a 'LATEST MEMBERS' section lists profiles for Phil Brien, Kathi Georgekish, Nathalie Mai Duong, Alice Gilpin, Thunderstorm Lights and Sounds, Jade, Elijah George, and Lindsay Visitor, each with a photo, name, art categories, location, and a 'View Profile' button.



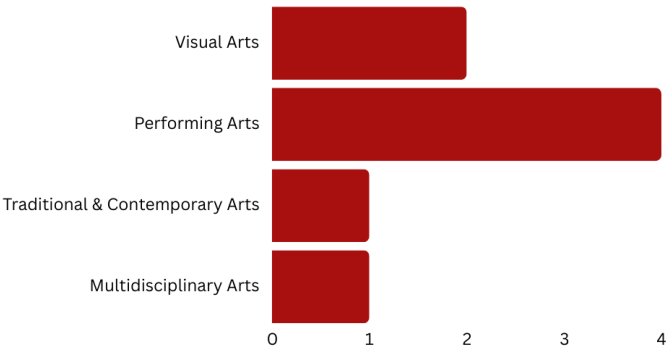
Stats

CNACA Sponsorship Program

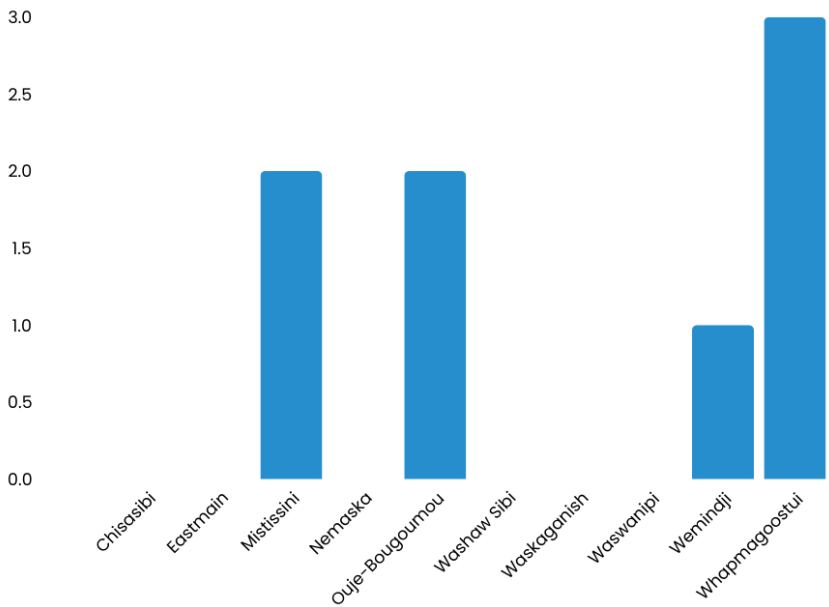
Total Sponsorships Disbursed (Apr 2023 - Mar 2024)

\$37,400

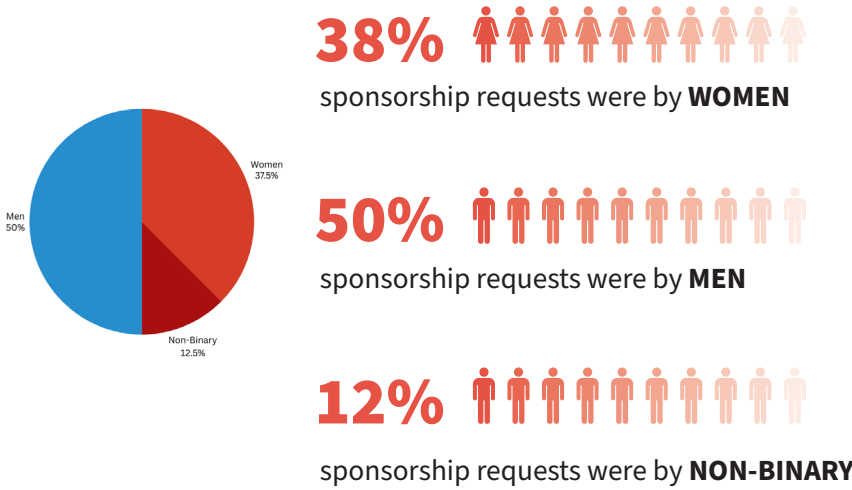
Sponsorships by Art Category



Sponsorships by Community



Sponsorships by Gender



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 2023-2024 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.

Dale Cooper

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- ➔ **16th Annual Members Assembly**
- ➔ **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.

CREE NATIVE ARTS AND CRAFTS ASSOCIATION

Local Art Committees

Chisasibi Local Arts Committee

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

Mistissini Local Arts Committee

UNOFFICIAL

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

Ouje-Bougoumou Local Arts Committee

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

Eastmain Local Arts Committee

Chairperson: TBD
Erica Cheezo
Lakeisha Snowboy
Alice Gilpin
Kenneth Cheezo
Damian Moses

Nemaska Local Arts Committee

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

Waskaganish Local Arts Committee

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

Washaw Sibi Local Arts Committee

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

Whapmagoostui Local Arts Committee

Chairperson: Joshua J. Kawapit
Matthew A. Iserhoff
Shannon Natachequan
Brent Masty
Vivianne Sheshamush

MoCreebec Local Arts Committee

(To be confirmed)

Wemindji Local Arts Committee

Chairperson: Angela Stewart
Josephine Atsynia
Charly Gilpin
Minnie Matches
Lindsay Visitor

Waswanipi Local Arts Committee

Chairperson: Freddie Dixon
Vice-Chairperson: Jerry Gull
Secretary Treasurer: Jamie Gull
Jimmy Otter
Flora Otter
Randy Ottereyes
Marlene Sam
Michael Neeposh

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



MARCH 6 - 7, 2024

Whapmagoostui, QC

INNOVATION & INTEGRITY: NURTURING CREE ARTISTRY WITH IP PROTECTION

The two-day event covered corporate matters, appointment of the Chairperson and Secretary, elections of executive committee and board members, and financial reports among other items. Artist demonstrations were provided between breaks and feast with entertainment during the evening. 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.

This year enabled the Cree Native Arts and Crafts Association to work with local arts committees in the Cree communities. The organization developed tools to expand membership, streamline administrative procedures, increase support for existing members, while encouraging Cree artists and artisans to join in expanding our reach in Eeyou Istchee and across the globe.

WORKSHOPS

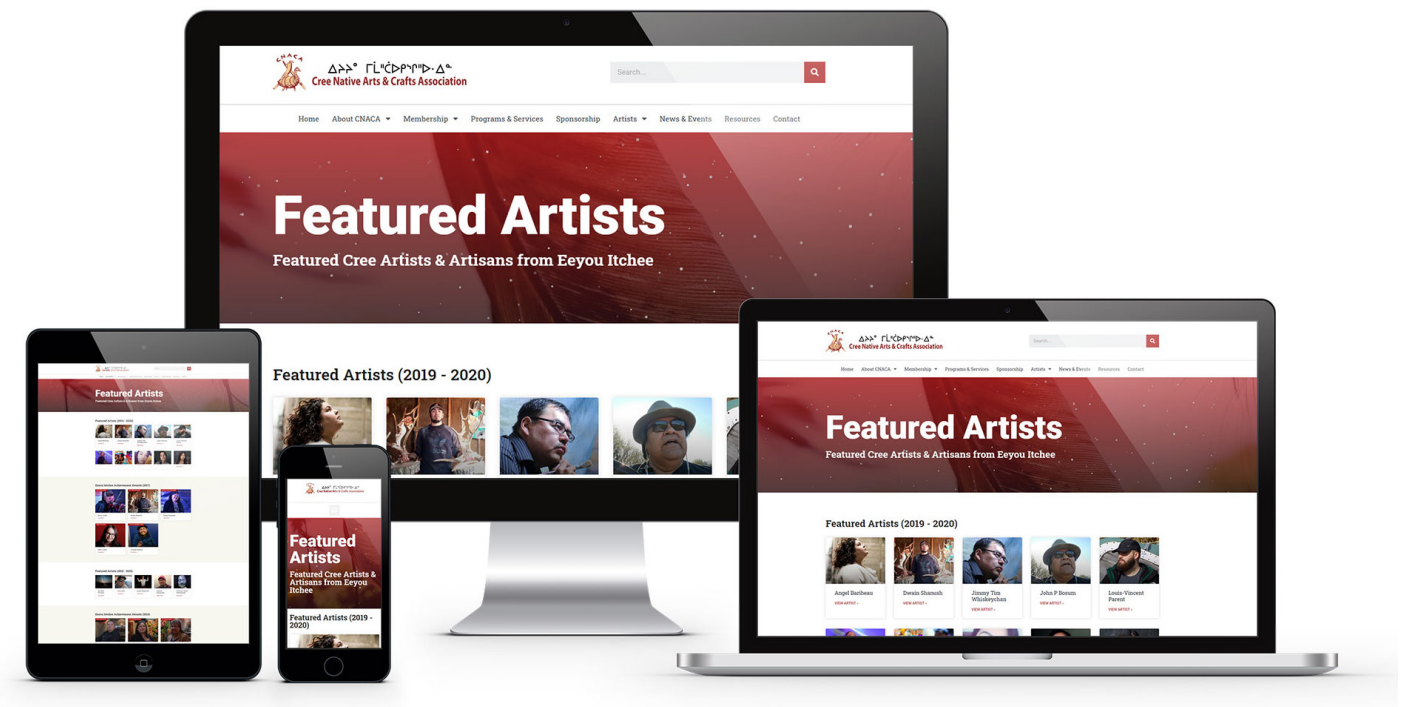
- Membership Benefits & Programs
- Funding Sources - What is Available?
- CNACA Sponsorship Program
- Music Industry & Resources
- Artist Directory - How to Register ?
- Introduction to Basic Marketing
- Social Media Marketing
- How to Photograph your Products
- Pricing and Inflation
- Intellectual Property and Copyright

CORPORATE AGENDA

- Annual Report 2022 - 2023
- 5 Year Strategic Plan
- Appointment of Chairperson & Secretary
- Appointment of Executive Committee
- Adoption of Budget & Audit
- Local Arts Committee 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,

Cree Nation Youth Summit

From February 25 to 27, 2024, the Cree Nation Youth Summit brought together young leaders and community members in Quebec City for an inspiring three-day event. The summit served as a platform to discuss critical issues, share knowledge, and celebrate the strength and resilience of Cree culture. Participants engaged in workshops, networking opportunities, and cultural activities designed to empower the next generation of leaders.

Wachiya proudly participated in the event, showcasing authentic Cree arts and crafts at their booth. Attendees were able to connect with the beauty and significance of handmade Cree products, reflecting the rich traditions and creativity of the community. The summit provided Wachiya with an excellent opportunity to share its mission and support cultural pride while engaging with youth passionate about preserving and celebrating their heritage.



Wachiya booth, pictured: Jason Otter.



Pictured above: Jason Otter.

67th Salon des Métiers d’art du Québec (SMAQ)

The Cree Native Arts & Crafts Association attended the 67th Salon des Métiers d’art du Québec (SMAQ) in Montreal, QC from December 16-17, 2023. This event took place at the Palais des Congres de Montreal and ran from 10 a.m. - 6 p.m. both days.

The CNACA attendees were Mariah Barlow (Communications & Marketing Officer), Jason Otter (Product Manager), and Dale Cooper (Executive Director). The artists that attended this event were Mary Monger (Indigo Fox Co.), Paula Menarick (Fast Cloud Inspirations), Louis-Vincent Parent and Deborah Ratt (CREE-ATIONS). All four of these artists are very talented jewelry makers that bring their own unique style and method to the products they make.

The event was very bustling with people shopping for the holidays which made for a very successful weekend. CNACA staff shared news about the upcoming opening of Wachiya in Montreal, which garnered a significant amount of interest in those passing by the booth.



Jewelry by Indigo Fox Co.



Various jewelry products.



Wachiya tamarack decoys.



Wachiya products.



Jewelry by Louis-Vincent Parent.



Beaded jewelry by Deborah Ratt.



Beaded work from Paula Menarick.

Tim Whiskeychan: Hommage à Riopelle

In 2024, CNACA member Tim Whiskeychan brought his vibrant and evocative artistry to La Maison Autochtone with his solo exhibition, Hommage à Riopelle. Running from March 10 to May 28, this powerful collection paid tribute to the iconic Jean-Paul Riopelle through the lens of Indigenous creativity. Whiskeychan, a self-taught artist, masterfully blended traditional techniques with contemporary themes, creating a profound dialogue between two artistic worlds. His work captivated audiences, reflecting the depth and dynamism of Indigenous art in Canada.

The grand opening of the exhibition was a memorable celebration of art and culture. CNACA member Kelly Cooper performed a soulful cello piece that set a reflective and inspiring tone for the evening. Dale Cooper, Executive Director of CNACA, delivered a heartfelt speech highlighting the significance of showcasing Indigenous talent and the importance of connecting with cultural heritage.

Beyond celebrating Riopelle, the exhibition also served as a platform to honor the resilience and innovation of Indigenous cultures. Whiskeychan’s art invited viewers to explore themes of identity, heritage, and interconnectedness, fostering greater appreciation for Cree traditions and storytelling. The success of Hommage à Riopelle underscores the importance of Indigenous voices in shaping the cultural landscape and inspiring future generations.



Whapmagoostui Cultural Camp

Before the official start of the Annual General Assembly (AGA), the CNACA staff, delegates, and community members came together for a special activity day on March 5, 2024, in Whapmagoostui. This gathering was a meaningful opportunity to connect, share stories, and engage with traditional Cree practices in a spirit of learning, celebration, and unity.

The day began with the warm hospitality of Amy Salt, who prepared a beautiful spread of traditional Cree meals that nourished both body and spirit. Freshly baked bannock, caribou meat, and warm tea brought us together around the fire, fostering a sense of community that lies at the heart of Cree culture.

The activity day was more than an event—it was a reflection of the values that CNACA works to uphold and promote. It served as a reminder that our culture is alive and vibrant, rooted in traditions that connect us to the land, our ancestors, and each other.

The gathering in Whapmagoostui set a beautiful tone for the days that followed. It reminded us of the importance of coming together, not only to plan for the future but to honour the past and embrace the practices that define who we are as Cree people. Events like these serve as powerful moments of reflection and connection, reaffirming CNACA’s mission to promote and preserve Cree arts, culture, and traditions.



CNACA staff & delegates.



Moosehide preparation - pictured: Dwayne Cox.



Pictured: Sarah Mianscum & Caroline Mianscum.



Caribou meat brought in by local hunters.

17th Annual Members Assembly

Whapmagoostui, QC

March 6-7, 2024

The 17th Annual Members Assembly for the Cree Native Arts and Crafts Association (CNACA) was held in Whapmagoostui, QC from March 6-7, 2024. Centered around the theme “Innovation & Integrity: Nurturing Cree Artistry with IP Protection,” the assembly highlighted key discussions on the importance of intellectual property (IP) in preserving Cree artistry.

The first day featured an opening prayer by Alice Shecapio-Blacksmith, followed by remarks from Grand Chief Mandy Gull-Masty, Deputy Grand Chief Norman A. Wapachee, Deputy Chief of Whapmagoostui Rita Masty, CNACA President Kenneth Gilpin, and former Executive Director Gaston Cooper. Attendees reviewed the previous year’s minutes, financial statements, and director actions, with presentations on key programs like CNACA’s Sponsorship Program, Memberships, the Wachiya store, and Local Arts Committees.

The second day offered insightful presentations and workshops, including marketing and social media strategies, pricing considerations in light of inflation, and authentic pricing for Cree artwork with notable presentations by CIPO and Shoshanna Paul on the importance of Intellectual Property & Traditional Knowledge. The assembly emphasized the importance of protecting traditional knowledge and Cree artistry, aligning with CNACA’s mission of fostering growth and innovation in the Cree arts community.



Pictured: Adrienne Shecapio.



Pictured: Board of Directors, delegates and former Executive Director, Gaston Cooper.



17th AMA: Marketplace

At the end of Day 2 of the Annual General Assembly on March 7, 2024, the community of Whapmagoostui gathered for a vibrant and lively Marketplace—a special event that showcased the incredible creativity, talent, and entrepreneurial spirit of local artisans. The Marketplace brought people together in a shared space where tradition met artistry, offering a platform for creators to share their work while celebrating Cree culture and craftsmanship.

Shoppers were treated to a stunning array of items, including intricate jewelry, breathtaking paintings, detailed wood carvings, colorful ribbon skirts, and even carefully crafted lampshades. Each product reflected not only the skill of the artists but also the deep cultural connection woven into every piece. We extend our thanks to all the vendors who participated and everyone who supported the Marketplace. It was a memorable evening that highlighted the richness of Cree talent and the power of coming together to celebrate our shared heritage.



A handmade quilted blanket.



Shoppers browsing the Wachiya booth.



Handmade lamp shades.

5th Eeyou Istchee Achievement Awards



Buckley Petawabano Award
Betsy Longchap



Lifetime Achievement Award
George Kawapit



Rising Star Award
Wabiguin Bearskin



Multidisciplinary Arts Award
Manuan Lafond



Youth Artist of the Year
Jessika Danyluk



CNACA Arts Leadership Award
Waskaganish Cultural Department



Self Innovator Award
Babbeyjane Happyjack



Best Fiddler Award
Eric Sheshamush



Visual Arts Award
Theresa MacLeod



Honouring Trailblazers Award
Clifford Bearskin



Honouring Trailblazers Award
Board of Compensation



Artist Entrepreneur Award
Natasia Mukash



Performing Arts Award
Diane Coon-Come



Traditional Arts Award
Helen Tanoush Gull



Contemporary Arts Award
Flora Weistche

CNACA is proud to celebrate these artists that excel in their respective fields. Not only do they bring value to the arts and crafts industry throughout Eeyou Istchee, but they also inspire others to strive for greatness in the arts. Our 5th Eeyou Istchee Achievement Awards was an amazing success and we thank everyone that participated in the planning and execution of the event.

Wachiya Store

In March of 2024, Wachiya proudly celebrated its first anniversary, marking a year of connecting customers with authentic Cree arts and crafts. Over the past year, Wachiya has grown into a trusted platform for showcasing the incredible creativity and craftsmanship of Cree artisans, fostering cultural pride and appreciation.

As part of its continued growth, exciting plans are underway to open a physical store in the heart of Old Montreal. This new location will provide a vibrant space to share Cree culture with an even wider audience, offering a unique shopping experience that blends tradition with modernity. Wachiya remains dedicated to supporting Indigenous artisans and sharing their stories through every piece sold.



Product example showcased on Wachiya’s Instagram.

*“Preserving, revitalizing
and supporting Cree
culture”*



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wachiya

Working together
with artists from
Eeyou Istchee
to promote
traditional Cree
arts & crafts

From our land,
to your home.





RECOGNIZING CREE STUDENTS WHO EXCEL IN THE ARTS



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.

- 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 counsellor
- 5 Student must be nominated before the school year end

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



Help maintain and expand our core programs and services.



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Cree Native Arts & Crafts Association

Creating a brighter future for our artists and artisans.

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.

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.

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.



www.cnaca.ca/bursary

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www.cnaca.ca/corporate-sponsorship

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2023 - 2024

Board of Directors

Experienced, effective and diverse leadership



Dwayne Cox
President
Chisasibi Representative



Vacant
Vice - President



Deborah Wapachee
Treasurer
Nemaska Representative



Joshua J. Kawapit
Executive Member
Whapmagostui Representative



Vanessa Stephen
Board Member
Waskaganish Representative



Vacant
Board Member
Mistissini Representative



Diane Bosum
Board Member
Ouje-Bougoumou Representative



Minnie Otter
Board Member
Washaw Sibi Representative



Caroline Happyjack
Board Member
Waswanipi Representative



Vacant
Board Member
MoCreebec Representative

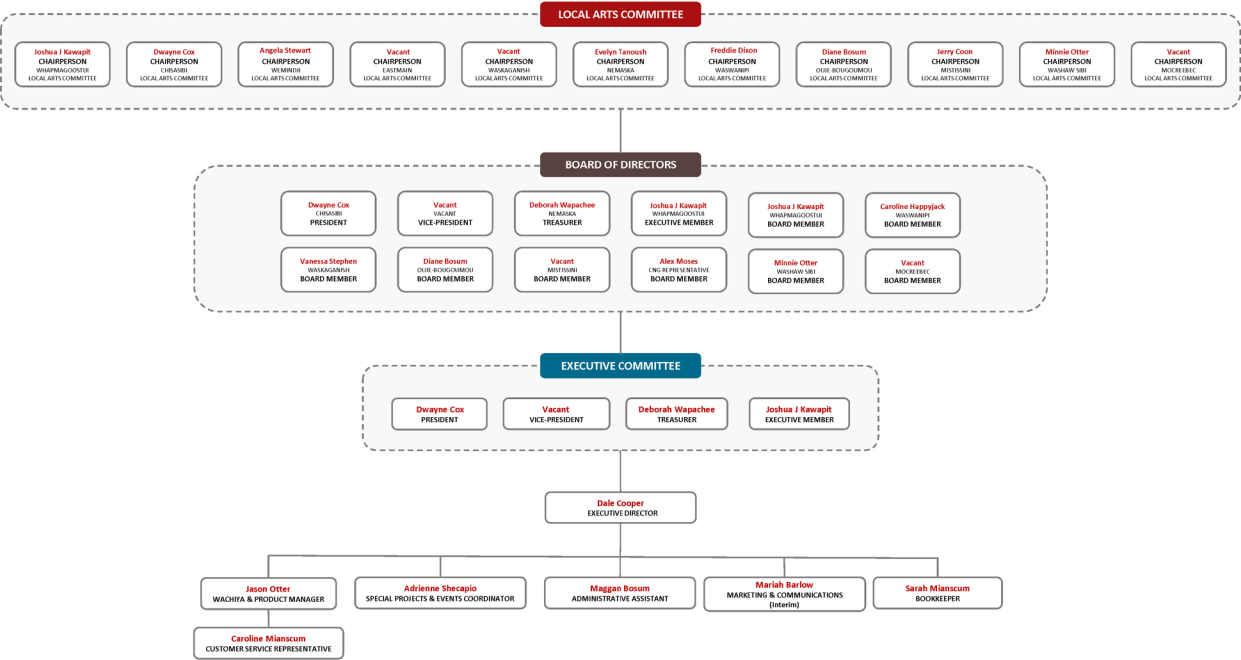


Alex Moses
Board Member
CNG Representative



Léo Parent-Sirois
Legal Counsel
Murdoch Archambault

CNACA ORGANIZATIONAL CHART



CNACA Employees 2023 - 2024



Dale Cooper
Executive Director



Maggan Bosum
Administrative Assistant



Jason Otter
Product Manager



Adrienne Shecapio
Special Projects & Events Coordinator



Mariah Barlow
Marketing & Communications



Sarah Mianscum
Bookkeeper



Caroline Mianscum
Customer Service Representative

Cree Creations

FOR TODAY AND FOR THE FUTURE




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