

# PORTFOLIO

BY STELLA NESCA

SELECTED WORKS  
2015-2020



RED LOTUS  
GRAPHIC DESIGN



---

# ABOUT RED LOTUS

Red Lotus Graphic Design was created from the heart with one idea in mind:

To provide small businesses, non-profits, charities and startups the ability to showcase and advertise their activities professionally without worrying about budget constraints, industry pricing or long waits and processes.

Working with what you have, what you need  
& within your timeframe.

Pure & Simple.

---

- 

- 

- 

# HIGHLIGHTS




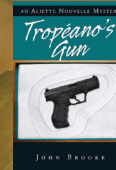

- 

- 

-



## Fabulous Fall Fiction...

 <p><b>After Light</b> Catherine Hunter 978-1927426-73-9 \$23.95</p>	 <p><b>MISSING CHILDREN</b> GERALD LYNCH <i>Missing Children</i> Gerald Lynch 978-1927426-79-1 \$16.95</p>	 <p><b>EXECUTOR</b> <i>Executor</i> Louise Carson 978-1927-426-67-8 \$16.95</p>	 <p><b>Tropeano's Gun</b> JOHN BROOKE <i>Tropeano's Gun</i> John Brooke 978-1927426-54-8 \$18.95</p>	 <p><b>THE BRINK OF FREEDOM</b> Stella Leventoyannis Harvey <i>The Brink of Freedom</i> 978-1927426-76-0 \$22.95</p>
---	--	--	---	---

*Signature EDITIONS*    www.signature-editions.com    @SigEditions    facebook.com/signatureeditions

**"We at CCAB are excited by the future and honoured by the past. Business excellence is born of people with ideas and the courage to make them into realities. We congratulate our 2018 ABHF recipients and look forward to celebrating them at our 20th Annual Toronto Gala."**

JP Gladu, President & CEO, Canadian Council for Aboriginal Business

December 5, 2017

Canadian Council for **ABORIGINAL BUSINESS**

### NATOA Workshops in your Community



NATOA is pleased to offer workshops for members of NATOA in communities. The workshops are one (1) day and, with your assistance, we develop the agenda and bring in the experts to facilitate the day.

**Topics include:**

- Financial literacy
- Trust Basics
- Investment basics
- Fiduciary Duty
- Liability
- Trust Accounting
- Audit
- Responsible Investment for your Community

**Cities of peak interest include:**  
 Moose Jaw - Calgary - Edmonton - Saskatoon - Regina - Winnipeg - Toronto - Yulon  
 \* all surrounding Indigenous Communities

Corporate NATOA members have an exclusive opportunity to partner with NATOA and host regional workshops.

For details regarding this initiative or partnership email [info@natoa.ca](mailto:info@natoa.ca)




Celebrating  
Catherine  
Hunter's  
new novel  
*After Light*

Digital advertisement is a key marketing component for any business or organization at this time.

Stand out on social media and other online platforms with professional imaging and advertisements.

Showcase specific messaging, events, or celebrate an important occasion - whatever you have in mind!

DIGITAL MARKETING & ADVERTISEMENTS FOR SOCIAL MEDIA / WEBSITES

# BOOKLETS / ANNUAL REPORTS

## Cover



## Layout

### Become a NATOA Event Sponsor

National Aboriginal Trust Officers Association (NATOA) raises a significant part of their revenue from events. Sponsorship of our events contributes to day-to-day operations, quality workshops, and knowledge sharing between Community Trustees, Members, and Corporate Canada.

NATOA is a registered charitable organization, with a commitment to strengthening Indigenous communities and their ability to meet their own member needs and desires through financial opportunities utilizing trust funds and investing principles that are consistent with Indigenous Cultural traditions and values generally and those of individual communities specifically. Advancing the goals and opportunities of Indigenous Women and Youth is vital to the capacity and future success of our Trusts and communities.

Our goal is to be a highly professional and relevant resource for Indigenous Peoples in becoming self-sustaining and vital economic communities. NATOA events are created with a few goals in mind:

- To engage attendees in advocacy on issues impacting the management & operations of Indigenous Trusts.
- To provide space for NATOA members, corporate supporters & Community representatives to **network** and build sustainable, long lasting relationships.
- To share knowledge and **educate** between Indigenous Communities & their Advisors.
- Elevate industry role models & **inspire** attendees to advance themselves personally and professionally.

NATOA is a non-partisan, charitable organization. It is largely supported through membership dues, event sponsorship and corporate funding.

### Why Sponsor a NATOA Event?

**Engage.** By building mutually respectful relationships and through direct engagement with local Indigenous communities and leadership, you will be able to facilitate new partnerships, resulting in more opportunities to adapt, enhance or build new appropriate services centered to benefiting Indigenous Communities and the Canadian Economy.

**Network.** Building sustainable relationships with Indigenous Community Members is integral to business success. Our events facilitate access to other business professionals to help expand your business network and introduce you to potential customers, partners, suppliers and business associates.

**Educate.** Our partners and youth have taught us that organizations and programs rooted in culture and reconciliation lead to pride in self and culture. At NATOA events, we provide the space to promote individuals, programs, philanthropy & best practices that contribute to a future where leaders & decision makers have the skills they need and the quality education they deserve.

**Inspire.** Connecting individuals from across the Nation to inspire and empower them to reach their greatest potential in the world of Indigenous Trusts & Investment, entrepreneurship, leadership and professional skills development.



### Become a NATOA member

Joining NATOA allows you access to a unique platform that reaches out to hundreds of attendees, hastate part in informative, empowering panels and be a part of important discussion related to your organizations practices while networking with trustees, entrepreneurs, professionals and Indigenous community members from all over Canada.

- ✓ Over 2000 Community members, Trustees, corporate supporters & NATOA members reached annually at our events.
- ✓ NATOA has a membership of 363 current members from over 56 Indigenous Communities across the nation.
- ✓ Access to over 200 Presentations covering Trusts, Investments & Best Practices when you become a NATOA member
- ✓ Access to attend FREE member workshops annually
- ✓ Exclusive partnership opportunities with NATOA to host informative workshops in Indigenous Communities across the Nation
- ✓ Access to discounted rates for events and our Trust Training online program

*Indigenous values play an important role in how our Communities invest. NATOA is seen as the centre of excellence for Indigenous Trusts & Investments*



## MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



As part of the mandate of the Board of Directors and senior management team, we devoted significant time in 2018 to raising our profile both at the government and corporate level. We successfully met with many provincial regional Chiefs and the National Chief to educate them on the SPIRIT Business Model and potential for their communities.

Our hard work was met with enthusiasm and commitment to help us grow for the future. I look forward to continuing to build value for shareholders, communities, and customers alike, in 2019 and beyond.

Thank you,  
Heather Berthelette  
Chief Executive Officer

As I reflect on the past year, I have seen the potential and growth of the Indigenous economy come to the forefront in Canada. Economic reconciliation is about changing the business model from one of dependence to one of participation. This is exactly where TCI is headed and what our SPIRIT Business Model embodies and achieves.

In the fall of 2018, I attended an event honouring Carol Ann Hilton and her work around "Indigenomics", the practice of bringing an Indigenous perspective to economic and social development. Our Spirit Group of Companies is an example of Indigenomics in practice, and it is the reason that other non-Indigenous partners, with similar values, are excited to work with TCI.

## THE YEAR IN REVIEW

### SpiritRx Solutions Inc.

With our partner, Alliance Pharmaceuticals, we launched SpiritRx Solutions Inc. at the September 2018 Canadian Council for Aboriginal Business Conference in Vancouver where we were well-received by companies who were being honoured for their work in Progressive Aboriginal Relations. SpiritRx Solutions is following a business acquisition strategy with our partner targeting Indigenous-focused employers.

SpiritRx Solutions offers a solution for prescription benefit savings. The cost of prescription medications is one of the most expensive components of any group benefit plan. Cost pressures are increasing at a rate that is unacceptable and unsustainable for most businesses and organizations. SpiritRx Solutions can help employers achieve more sustainable prescription benefit plan expenditures.

### ARA Pharmaceuticals Inc.

In April of 2018, ARA Pharmaceuticals Inc. was added to our Spirit Group of Companies. ARA Pharmaceuticals Inc. is the Canadian manufacturer of the Spirit Meter and Spirit products.

This acquisition increased the vertical integration of our businesses, to create better margins as well as full control of the licensing of our SPIRIT-brand across a wider group of products, which will be our focus in 2019 and beyond.

### Spirit Pharmaceuticals Ltd.

In 2018, we concentrated our efforts into building connections with our client base including key diabetes management programs and services that we heard from clients were needed. We launched our Gestational Program, which our nurse diabetes educators identified as a critical area that we could add valuable support.

The Gestational Program is designed to provide seamless, inclusive care for both mother and baby. Our diabetes educators work with prenatal nurses supplying them with Spirit Meters to ensure monitoring starts from the very beginning. The mother is then referred to a specialist, Dr. E. A. Salamon, M.D., FRCPC, whom we work with to set up a health care plan.

In 2018, the increased support from communities for the Spirit Meter has allowed us to add a dietitian with diabetes education to our Spirit team. We look forward to further developing our support programs in 2019.

# PRINT

Developed with your idea and standards in mind; using your photos or ethically sourced stock photos. Everything you need from business cards, annual reports, event posters, stickers, tradeshow signage and banners & more.

Like it so much you want to share it online? Digital files can also be provided for ease and online posting for your social media or website.

Get your Spirit Meter here

**SPIRIT**  
HEALTHCARE GROUP

We Support Our Community & Indigenous Business

Our Spirit Grows

Sticker Final Design

Visit: [www.ccab.com/tfab](http://www.ccab.com/tfab)

Introducing TFAB Tools and Financing for Aboriginal Business

Celebrate Aboriginal Excellence

2018 Call For Nominations

Visit: [www.ccab.com/tfab](http://www.ccab.com/tfab)

Introducing TFAB Tools and Financing for Aboriginal Business

Celebrate Aboriginal Excellence

2018 Call For Nominations

SAVE THE DATE

2nd Annual NATOA Indigenous Women's Summit

March 10 & 11, 2020  
Delta Montreal, Montreal, QC

Stay tuned for speakers to be announced!

A 2-day event designed as a platform for discussion, story telling and advice from top Indigenous female leaders from across the nation. Day 1 consists of panel discussions & story telling. Day 2 focuses on personal career development such as biography writing, resume/cover letter building, how to deal with harassment in the workplace, board violence and complementary practices. Building on the success of our inaugural event in 2019, expect to connect & network with over 250 delegates.

Indigenous NATOA Members: \$250.00 | Indigenous Non-NATOA Members: \$600.00  
Industry NATOA Members: \$1,000.00 | Industry Non-NATOA Members: \$1,500.00

VISIT [WWW.NATOA.CA/EVENTS](http://WWW.NATOA.CA/EVENTS) TO REGISTER

Event Marketing

Join our Inaugural NATOA Indigenous Youth Summit

Our first year of this event features a unique trade-show to help connect you with your future career goals

- 1 Interact with companies from various sectors
- 2 Discover the requirements to get employed in your dream role
- 3 Determine your values and discover companies that are aligned with you
- 4 Learn about different companies that have a focus on Indigenous inclusivity

For more information & to register visit [www.natoa.ca/events](http://www.natoa.ca/events)

pivot

MARCH 23 & 24, 2019  
10:30AM - 3:00PM  
RAINBOW RESOURCE CENTRE - 170 SCOTT ST.

PIVOT: A FREE SEX POSITIVE TWO-DAY PROGRAM FOR GAY, BI, TRAN, & OTHER BIAM & OTHER BIAM HEALTH ADVOCACY

REGISTER NOW FOR THIS FREE WORKSHOP

THANK YOU TO OUR PROGRAM PARTNERS

RAINBOW RESOURCE CENTRE

CBCR

www.ccab.com/events REGISTER NOW!'"/>

Canadian Council for Aboriginal Business

2018 ABORIGINAL ECONOMIC DEVELOPMENT CONFERENCE

MAY 10, 2018 - WESTIN CALGARY - CALGARY, AB

SUPPLY CHANGE - The Power of Procurement in the Age of Economic Reconciliation

Keynote Speakers

Mark Little  
Chief Operating Officer, Sunco

Gail Anagick Schubert  
President & CEO, Stearing Straight Native Corp.

Speakers

Lela Adams, John Babchuk, Cliff Jim Boucher, Holly Cooper, Stephen Fay, JP Glabe, Linda Hartford, Carol Anne Hilson, Jordan Inoué, Michael Loken, Howard McIntyre, Daniel Norwig, Paul Proulx, Josh Ross, Matthew Searcy, Clifford Sizer, David Turvey, Greg Williams

More Speakers to be Announced

LEAD SPONSOR: CIBC, MORNINGSIDE LEAD SPONSOR: ATB, AFTERNOON LEAD SPONSOR: BACKWOODS, BREAKFAST SPONSOR: Sunoco, LUNCH SPONSOR: IMCO, SPONSOR: Shaw, COAT CHECK SPONSOR: Salsbury

For more information on sponsorship and registration please go to [www.ccab.com/events](http://www.ccab.com/events) REGISTER NOW!

# MY GOAL

Every business and organization has a starting point and an end goal.

In the competitiveness of today's market, the right marketing and design elements can change the face of your business; bringing a distinct standard to your brand, business or organization.

Like the lotus flower rising from within murky waters,  
my goal is to use my skills to bring you where you want to be.

CONTACT ME

Stella Nesca, Founder & Lead Designer

☎ 647.532.5569

✉ [info@redlotusgraphics.com](mailto:info@redlotusgraphics.com)

