



NEW BRUNSWICK

DOREEN G. SAULIS, ABORIGINAL CONSULTING SERVICES

DOREEN SAULIS was in the midst of a successful career in the public service when she realized she had another calling. In 1993 she took the plunge into life as a self-employed professional and established Doreen G. Saulis, Aboriginal Consulting Services.

Doreen was born into the Tobique First Nation in the province of New Brunswick. Her heritage, combined with her experience working with government, afforded her a unique understanding of the realities and expectations in both Aboriginal and non-Aboriginal communities.

Adhering to the motto “Your Bridge to the Aboriginal Community”, Doreen aims to promote understanding, develop solutions, and build relations between these two communities. Her consulting services are offered to both private and public sector organizations and include identifying market potential, coordinating business projects and training, facilitating conferences and special events, program and policy analysis, policy development and liaising with the Aboriginal community.

“I noticed over the years that many government departments were hiring non-Aboriginal people to advise them on Aboriginal issues,” she explains. “There seemed to be a need for Aboriginal consultants who truly appreciate the culture and who have the business skills to deliver the services needed. It seemed like an excellent opportunity and a great career challenge.”

Doreen confesses that she launched her business on a “hope and a prayer”, with 16 years of public service experience, but no formal business training. Working from her home significantly reduced her start-up costs – \$5,000 covered the purchase of a computer system, fax machine



Stephen MacGillivray

and business cards. She secured her first contract within three months.

“Building a business is often difficult. You are always faced with the uncertainty: ‘When will my next contract come? Where will it come from? Have I missed talking to someone I

believe in yourself and can offer a product or service that the market needs, you can achieve your goals. Start with some business training, then research your market and be sure you can deliver the goods – and the quality – customers want. Recognize your

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should know?’ At the same time, you have to be careful not to overextend yourself by taking on too much at once. Remember never to compromise the quality of your service.”

Doreen believes it is very important to become involved in the business community and is now serving on the Board of Directors of the Fredericton Chamber of Commerce. She also encourages other women and Aboriginal entrepreneurs to seek out their own opportunities.

“Never assume owning a business is not for you,” stresses Doreen. “If you

weaknesses and develop new strengths. Spend some money on getting quality promotional materials - the first impression is the lasting impression.”

Owning her own business is a privilege Doreen truly appreciates. “I enjoy working on a number of projects at once and seeing projects through from start to finish is a great sense of personal accomplishment. It gives you a new appreciation of your own skills and capabilities. The first three years were quite a test, but I eventually established a healthy balance.”

WHERE TO REACH DOREEN SAULIS

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