

VICTOR LETHBRIDGE

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Speaker ♦ Business ♦ Educator ♦ Author ♦ Farmer ♦ Rancher



For over 25 years Victor has displayed his visionary thinking through numerous successful endeavours as a motivational speaker, businessman, educator, award winning author, farmer, and rancher.

Victor's humanitarian focus continues to be the presentation of workshops, predominantly to Indigenous students across Canada. His self-produced music and film clips are incorporated with traditional teaching methods, such as storytelling and humour, which confront critical issues such as bullying, suicide, drug and alcohol prevention and other high-risk behaviour. These workshops seek to empower the individual, provide hope and aid in healing.

His mission is to be an agent of change. Victor's workshop participants leave inspired to achieve their individual potential and to seek new insights and possibilities. Using a student-based teaching philosophy, he encourages personal growth and leadership skill development.

For this reason, he has embraced further education and is now focusing on adults, primarily Indigenous, in providing training, job skill development and business entrepreneurship mentorship through transformative learning opportunities. Victor embraces knowledge by continually seeking both academic and non-academic opportunities and modeling them to others.

Victor is a member of the Wood Mountain Lakota First Nation. His roots descend from his Great Grandmother, Crossed Eagle Quills, who arrived in Saskatchewan with Chief Sitting Bull in 1877.

Her son, Victor's Grandfather William Lethbridge, attended the Indian Industrial Residential School in Lebret, SK. He always said his school experience was not ideal, but it kept him from starving and educated him in the ways to come. Although long gone from this world, his influence instilled in his descendants the value of family life, citizenship, and perseverance, all values that Victor finds foundational to his life. Grandfather gave Victor his Lakota name, "Tatanka Ocokanyan," which when translated to English is "Middle Bull Buffalo," known to be the protector of the herd. It carried a responsibility that Victor first demonstrated with his younger sisters and that has permeated every aspect of his emancipatory efforts with Indigenous people.

Victor with his wife Dorothy and daughter reside in Rolling Hills, Alberta where they have their farm and raise award winning purebred Salers cattle. Their line of cattle produce bulls that carry the heritage traits of easy calving yet high performance offspring with hair and hoofs comparable to that of buffalo.

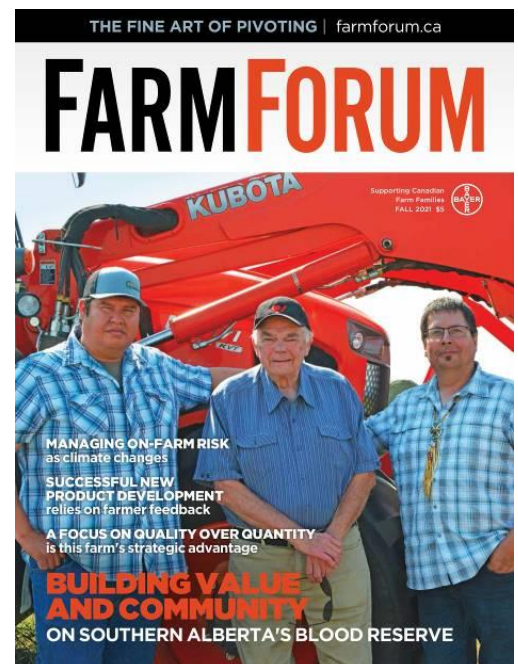
EDUCATIONAL DEVELOPMENT

- **Executive MBA in Indigenous Business and Leadership through the Beedie School of Business c/o SIMON FRASER UNIVERSITY (SFU).** This program originally expected to combine both online and physical attendance at the SFU campus over a two-year period but has turned into an on-line focus because of COVID-19. The schedule allows Victor to work on his various projects and business endeavours as well as to improve his present business acumen. 2020 to April 2022.
- **Ch'nook Aboriginal Management Program (AMP), Sauder School of Business c/o UNIVERSITY OF BRITISH COLUMBIA (UBC).** This program included sessions at the UBC campus as well as online course studies over the program period. The AMP program provides Indigenous leaders, entrepreneurs, and aspiring business professionals with the knowledge and skills to bring economic development and opportunity to their communities. 2019
- **Project Management Institute c/o MEDICINE HAT COLLEGE - Online Courses**
 - Fundamentals of Supervision and Management
 - Building Teams That Work
 - Achieving Success with Difficult People
 - Keys to Effective Communication
- **LinkedIn Issued Certificates 2020 to 2022**
 - Confronting Bias: Thriving Across Our Differences
 - Improving Your Listening Skills
 - Accounting Foundations
 - Excel Essential Training (Office 365/Microsoft 365)
 - Leading in Crisis
 - PowerPoint Essential Training (Of 365/MS 365)

D BAR V FARMS: LAND

Victor and his wife, Dorothy, farm in Rolling Hills, Alberta where they own a land in the Eastern Irrigation District. They own and operate a land and cattle operation under their company name D Bar V Farms.

The Lethbridge's grow Timothy hay primarily for the export market. They have been innovative in furthering the marketing potential for this unique grass through their agrobusiness practices. Victor recently was pictured on the cover of Farm Forum magazine with his agronomist from the Blood Reserve and CTV host, Darrel Janz while interviewing Victor as an Inspiring Albertan. www.tatankaworkshops.com



D BAR V FARMS: CATTLE

Victor and Dorothy have a herd of purebred Salers cattle for which they won the Yearling Heifer Championship for their breed in November 2021 at Canada's International Farm Fair, Edmonton.

Their herd grazes at their pasture along the Bow River. This location contains artifacts such as tipi rings, a grinding stone, and buffalo bones from Indigenous encampments.

This is a much-enjoyed recreational location for kayaking, fishing, camping, and hiking through scenic hoodoo coulees and badlands style terrain.

Also located on this land are paleontology sites used by the Royal Tyrrell Museum for whom Victor and Dorothy are paleontological resource land stewards.



Victor welcomes the opportunity to provide tours at the property demonstrating how the land has provided for generations of nomadic Indigenous tribes and explaining conservation and sustainability practices of the Canadian prairie which are implemented with their grazing practices.

PROFESSIONAL DEVELOPMENT

CORPORATE REPRESENTATION: OIL, GAS AND SUSTAINABLE ENERGY COMPANIES

Victor has been hired by or partnered with numerous companies within the energy sector.

- **Integrated Indigenous Energy Management (IIEM):** *Indigenous Training Solutions*
Responsibilities include training, curriculum development and implementation. Present focus
- **CWL Energy:** *First Nation Liaison, Sustainable Energy*
Victor's responsibilities included contacting First Nation and Indigenous communities regarding solar, wind, and cogeneration (combined heat and power) projects. 2018 to 2020.
- Victor presented workshops on behalf of the following corporations in First Nation communities where youth were presented with Victor's books.
 - Response Energy Corporation
 - Shell Canada Energy
 - Syncrude Canada
 - Enbridge Inc.
 - Bonavista Petroleum Ltd
 - Chevron Canada
 - Japan Canada Oil Sands (JACOS)
 - Fairborne Energy Trust
 - Burlington Energy (Cenovus)
 - Penn West Exploration
 - Canadian Natural Resources
 - Suncor Energy Inc.

SPEAKING AND WORKSHOP DEVELOPMENT

For the last 20 years Victor has toured across Canada, primarily to First Nation communities, presenting his individualized program to youth and adults. He combines awareness of critical socio/cultural issues plaguing communities along with building self-esteem. Tribal Councils, Health Departments, or other community-based organizations liaise with Victor. He presents his age-appropriate, student-centered workshops that incorporate music, multi-media, and interactive teaching methodologies.

Workshop topics include *You're Just Right* and *Little Actions Make Big Differences* with focus on:

- *Drug/Alcohol Abuse Prevention (Opioids, Fentanyl, Crystal Meth, Marijuana, and other)*
- *Bullying Awareness*
- *Life and Career Goals*
- *Suicide Prevention*
- *Leadership Development*
- *Grieving, Loss, and Resilience*
- *HIV/AIDS and STIs*

On average, Victor presents to over 40 Indigenous communities yearly though this changed when COVID-19 started. This schedule also involves driving and flying to numerous semi-isolated and isolated communities which often include many days of travel.

Victor has spoken to upwards of 16,000 attendees per year that required up to 40 flights. He has ventured to over 600 locations thus far in his speaking career. The following is a sampling of Victor's activities.



Teaching/Mentorship

- Moosomin First Nation Educational Council: Pink Shirt Day – Bullying Prevention Feb 2022
- Grasslands Regional School Division – Jan 2022 On-Line Wellness presenter for teachers Personal Development Day for all teachers.
- Woodland Cree Band - Cadotte Lake, AB. *Building Effective Teams and Strategies for Better Communication*. 2016 and 2018.
- Enoch Cree Nation - Edmonton, AB. Workshops for portfolio holders and administrators: *Building Effective Teams and Strategies for Better Communication*. 2016 and 2017.
- University of Saskatchewan Department of Education - *Literacy for Life Conference*. Presented to department of education students and Saskatoon teachers as part of their Professional Development Day. Also presented in the schools of Kinistin Saulteaux Nation, Yellowquille First Nation, One Arrow FN, Muskoday FN, Mistiwasis FN and Muskeg Lake FN.
- Presenting Author *Literacy For Life Fair* sponsored by Cenovus. Victor was the Indigenous representative and presented additional workshops to First Nation communities.
- There were so many presentations and teaching opportunities that it would be very hard to shortlist them. Victor is thankful for the many opportunities and to the numerous people that he met along the journey.

Government (Provincial/Federal)

- *Registered Disability Savings Plan (RDSP)* - PLAN Institute; 120 presentations of this Federal Program creating awareness for financial planning for people with disabilities. 2017
- Wood Mountain Historical Society, Wood Mountain, SK. - *Literacy Day Writers Conference*. Victor was invited as a Keynote speaker and to conduct a book reading at the Museum. 2016.
- Northwest Territories Government sponsorship: Extensive touring in the Northwest Territories communities presenting youth workshops on High-Risk Behaviours - Norman Wells, Fort Good Hope, Fort McPherson, Inuvik, Yellowknife, Gamatee, Rae Lakes, Lutsel'ke, Wha Ti, Aklavik, Deline, Edzo, Fort Smith, Hay River, Fort Resolution, Fort Liard, Fort Simpson, Behchoko, N'Dilo with Dettah Students, Fort Providence, Tsigichic, Tuktoyaktuk. 2004, 2005, and 2016.
- National Crime Prevention Center: Federal grant for *Youth Crime Prevention Workshops* - Preventing and reducing substance-related crime among at-risk populations. Received funding involving touring to 20 Indigenous locations between 2006 and 2007.

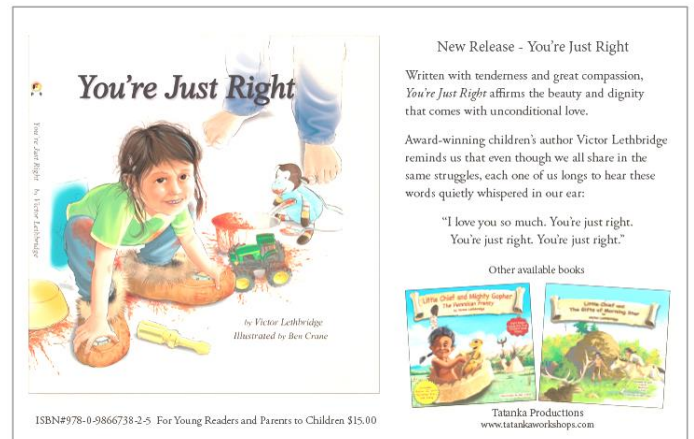
Health & Wellness

- *National Aboriginal Addictions Awareness Week* - Presentations focused on Drug and Alcohol Addictions. Over 400 workshops have been conducted from 2005 to 2018.
- Athabasca Health Authority. Locations in the semi-isolated communities of Black Lake, Fond du Lac, Stony Rapids, and Uranium City northern Saskatchewan.
- *Deschambault Lake First Nation Health and Youth Symposium*. Main presenter along with actor Gordon Tootoosis, NHL Player and Coach Ted Nolan and other First Nation celebrity speakers.
- *Communities in Crisis Symposium* - Edmonton, AB. Presentations and developing strategies for issues affecting communities in Treaty 6, 7, and 8. Keynote speaker for youth-workshops. 2015

PROFESSIONAL DEVELOPMENT

BOOKS: AUTHOR AND PUBLISHER

In 2010 Victor released his first children's book, the award winning *Little Chief and Mighty Gopher: The Pemmican Frenzy*, followed by *Little Chief and the Gifts of Morning Star*. In 2016 his third book, *You're Just Right*, was quickly embraced by a growing audience of readers. All books have become Canadian Best Sellers and a reading favorite of many. Over 30,000 copies of Victor's books have been sold and are available through Chapters, Coles, Indigo and other bookstores.



With each book Victor has teamed with multi-national corporations and Indigenous agencies. He's furthering literacy and Indigenous culture through stories and the inclusion of key words translated into Lakota, Blackfoot, and Cree. He is fulfilling his desire of preserving language, culture and the heritage of Indigenous peoples.

DISTINGUISHED AWARDS AND HONOURS

- **First Nations Communities Read Short Listed** - All three books were finalists and included in a poster distributed to all Canadian First Nation schools. This award celebrates aboriginal literature and encourages family literacy, intergenerational storytelling and information sharing of aboriginal voices and experiences. 2014, 2016.
- **R. Ross Annett Award for Children's Literature** - Writers Guild of Alberta. *You're Just Right* was nominated as one of three finalists. The Alberta Literary Awards recognize and celebrate the highest standards of literary excellence from Alberta authors. 2016.
- **2011 Alberta Book Awards: Children's and Young Adult Book of the Year** winner. Books are judged on innovation of content, quality of text including editing, and excellence in design and illustrations. Promotional activity and market acceptance will be considered.
- **2011 Nautilus Book Awards Silver Medalist - Children's Book Category:** In recognition of books that promote spiritual growth, conscious living, and positive social change, while at the same time stimulating the imagination and offering the reader new possibilities for a better life and a better world. This award is for distinguished literary contributions to the worlds of art, creativity and inspirational reading for children, teens, and young adults.
- **2010 SIWC Griffin Award** – This award recognizes those who have contributed to Canadian society through the craft of writing. This is awarded for literature that furthers Canadian humanitarian goals, brings writing to a disadvantaged group, or celebrates the multi-cultural nature of Canada.
- **2010 Moonbeam Children's Book Awards Bronze Medalist- Best First Book** - This contest is designed to honour the year's best children's books, authors, and illustrators.

VOLUNTEER CONTRIBUTIONS

- Victor is a co-founder and Executive Director of Aboriginal Youth TREK Wellness Society. This non-profit organization works with at-risk youth in creating awareness, education, and assistance to influence positive behaviour. Goals are to create awareness of violent behaviour, drug and alcohol abuse and overall to encourage further education. 2006 to present.
- Book Publishers Asso of Alberta - Jury Member for *Young Adult Fiction and Non-Fiction* 2018.
- Young Spirit Winds: Youth Society in Maskwacis, AB. - Presented a workshop to students in a program for at-risk youth. 2012.
- Pincher Creek Cowboy Poetry Gathering - Involved in an advisory capacity in the areas of sound and light production as well as performer lineups. 2002 to 2005.
- *Hosted and Facilitated Unity of the Nation's Gathering* - 100 First Nation youth and leaders participated in Medicine Hat, AB., for a cultural awareness/tourism experience. Traditional events included sage gathering and pemmican making. 2009.
- Arctic Tern Young Offenders Facility, Inuvik, NT. While in Inuvik, Victor and his wife Dorothy, were unexpectedly invited to speak to the inmates of this all-girls correctional institution. This is one of the most emotionally driven presentations that Victor has ever given as the girls, 15 to 17 years of age, were deeply affected by his message. 2007.