

# James Smith girl ready to be launched into modeling career

By Carol Pollock  
of THE JOURNAL

Terese Robertson of James Smith wants to be a fashion model. Her goal is to make a place for

herself in international modeling circles.

Through an innovative project involving girls from the twelve bands making up the Prince Albert Grand Council, Robertson may get

her wish.

Helen McPhaden of Tisdale has been instrumental in getting the project off the ground.

McPhaden herself was a model while studying social work. She ran her own modeling agency, known as Helen Boyse Modeling and Talent Agency Inc., in Calgary for ten years.

A certified instructor in life skills, McPhaden has been involved with programs for Native Canadians since 1984.

She has offered life skills programs for Native women in Melfort and area over the past couple of years.

McPhaden was hired by the Prince Albert Grand Council Women's Commission to help them in their goal to develop healthy communities.

Says McPhaden, "We want to tie everything together -- self-esteem, hope and opportunity."

Together with Eileen Ermine of the Women's Commission, Phyllis Head of James Smith and others, McPhaden developed the idea of a modeling program for girls from the Council's twelve bands in northern Saskatchewan.

McPhaden is acquainted with Lisa Marie Schwartz, operator of The Edge, a modeling and talent agency in Regina. Together McPhaden and Schwartz worked with eighteen girls brought into Prince Albert from the various reserves.

The project culminated in a fashion show held at the Prince Albert Inn.

At sixteen, Robertson has already had a small taste of modeling through the Pizzazz modeling school in Saskatoon.

She says, "I would like to go further in modeling and get more training. I'd like to get good photographs and put together a portfolio."

Participating in the Women's Commission workshop was a change for Robertson.

"It was different because this time it was all Aboriginal girls. I

felt in place and not so out of place. You just have to be yourself. I made friends really fast with them.

"We learned how to walk, do our make-up, and boost our self-confidence. We learned to really care about ourselves and how to be there for each other."

Robertson says the support each girl gave the others made "everyone really feel special."

McPhaden says right from the beginning, both Schwartz and she had their eyes on Robertson. It seemed the James Smith girl was a natural choice for going on into modeling as a career on the international level.

Robertson, when informed of the potential for going international, was very surprised.

The Grade 10 student says, "I was shocked. I didn't believe it. Later, I was really happy that I have got my goal. I didn't know what to say."

McPhaden and Schwartz also recommended Esther Daniels of Sturgeon Lake go for an international career.

And a third girl, Tammy Stonestand of James Smith, has potential.

"We will use her locally and that means within the province," says McPhaden, who believes Stonestand can be groomed for an international career as well.

McPhaden says the response to the modeling project has been overwhelming.

Along with others, McPhaden is investigating the possibility of a fashion show in Regina in the late fall to launch Robertson and Daniels.

The modeling program, a new venture, may be a way of opening up opportunities for girls living in northern Saskatchewan communities.

McPhaden says, "One of our goals now is to develop the whole province and bring in international agents and do a show in Saskatchewan, probably Regina."

She thinks it may take up to two years to develop this idea.

