

# Trade Perspectives

November 2017



## DON'T WAIT FOR YOUR FUTURE. **BUILD IT IN THE TRADES.**

*Women Building Futures empowers women to view the trades as a first-choice for them and their families.*

On October 30, Women Building Futures (WBF) launched their 'You Got This' campaign into the national spotlight. Its transformative message reverberates through television, radio and online advertising, telling women they have what it takes to be a success in an industry where women are currently under-represented.

The campaign features real tradeswomen, not actors. YOU GOT THIS is about empowering all women from all walks of life to create their future. Its message is universal and simple, but often unheard.

Women are succeeding in the trades every single day—and this campaign will proudly and boldly tell all women that they can build their future in the trades, and WBF and industry will be there to support them!

### **DON'T MISS THIS TRANSFORMATIVE CAMPAIGN**

Visit [womenbuildingfutures.com](http://womenbuildingfutures.com) to view the TV spot and read the inspiring stories of women in trades.

Watch for our ad during the Battle of Alberta on **Hockey Night in Canada** on December 2nd!

Show your support by engaging on social media.

The ongoing support from our many partners and supporters is invaluable to WBF and we can't thank you enough for continuing these relationships and providing choice and opportunity for women through our many new initiatives.

If you would like to delve deeper into how you can support the campaign, please contact:

**Jacqueline Andersen**

*Director Stakeholder Relations*

[jandersen@womenbuildingfutures.com](mailto:jandersen@womenbuildingfutures.com)



# Tools for Change

## WBF WORK PROUD Workshops *Changing the face of the Industry*

WBF started the **WORK PROUD** journey because of our ongoing commitment to our students, industry and stakeholders. WBF has been working with industries and organizations that hire skilled trade workers for almost two decades. We have listened and we have learned.

As a result, we have created a series of workshops in response to what we heard from our industry partners - hiring the right people and keeping those individuals is critical for success.

**WORK PROUD** includes:

- Mentorship and Coaching
- Boots on the Ground Workshops
- Leaders Workshops

WBF is ready to deliver customized workshops. Success happens when our graduates enter workplaces where every individual is set up for success and industry partners have workforces that provide stability, excellence, and profitability. Our ever changing economy and business environments require bold decisions - WORK PROUD is that "tool for change".

## Now is the right time

*"WORK PROUD - TOOLS FOR CHANGE is our commitment to excellence - not just within organizations, but throughout industry. Success for all will require a collaborative two-pronged approach in order to be successful long-term."*

**Kathy Kimpton, President and CEO of WBF**

*"Hiring skilled workers is one element for making your business successful. Retaining those employees is an even bigger challenge, and creating a workplace where everyone is empowered to succeed is not only the right thing to do, it is the best business decision you can make."*

**Alan DeLeon, Manager Operations, KBR Wabi**

**Now is the right time! To find out more or to book a workshop for your team email us at:**

[workproud@womenbuildingfutures.com](mailto:workproud@womenbuildingfutures.com)





Women Building Futures Team

## WBF Staff pull together on the same rope!

Success at WBF can come in many different forms. But every once and awhile WBF staff go above and beyond to help a student in need. A great example of this involved a recent graduate from our Construction Boot Camp program.

Bonnie, who attended our second all-Indigenous program worked hard every day she was at WBF, and when the time came to look for work she researched the insulation trade and followed up with the union. Bonnie received a work permit and was going to work at Suncor Fort Hills as a first year insulators apprentice.

Bonnie had less than 24 hours to get ready. This included tools for work, completing her last Fall-Pro safety certification, orientation and training.

This is where WBF staff jumped in to help. Our team pulled together to make sure she got her safety certification at no cost, gathered tools she would need on loan until she could purchase her own, and set up a computer and webcam so Bonnie could do her orientation and training remotely.

Bonnie came to WBF to build her own future, and our team wanted to do everything we could to support her hard work, initiative and determination.

Anyone who has met Bonnie knows how much this opportunity means to her and how much her success means to us. This was truly a life changed!



Left to right: Bonnie and Program Lead Carla on graduation day.

# Extraordinary Growth

WBF has some **BOLD GOALS**. This year we set the stage for our next evolution. We're going to expand our training partnerships, enhance our client services, and build our online capabilities.



## WBF Office Opens in Fort McMurray

Earlier this year, WBF made the decision to open an office in Fort McMurray. It makes perfect sense to be present in a community where many partners have supported us and where many women can access our training programs.

Partnerships are critical to WBF's success in providing women with the skills they need to change their futures. A long-term partner of ours, the Alberta Construction Safety Association (ACSA) has literally opened their doors to us - our office is within the ACSA office on Gregoire Drive.

Long-time resident, Najwa Karamujic is the Regional Advisor in Fort McMurray and we are so lucky to have her as part of the WBF team. Her community involvement, passion and expertise is critical to making our goals a reality. Please feel free to drop by and say hello! Or email [nkaramujic@womenbuildingfuture.com](mailto:nkaramujic@womenbuildingfuture.com)

## Paving the Way to Apprenticeship

Building on learnings from WBF's current programs, we knew we could reach more women and give them the chance to build their futures in the trades. A new program concept has been implemented in partnership with **CEDA, Diversified Transportation, Finning Canada, SMS Equipment, Suncor** and **United Rentals** that will support women not only to find employment in the trades, but to complete their apprenticeship and become journeymen.

The first Pathway to Apprenticeship program kicked off early this month providing 14 women in Fort McMurray with four weeks of fully-paid practical, readiness and academic training preparing them to become a Heavy Equipment Technician Apprentice.

We are proud to offer this training in Fort McMurray along with our training partner **Keyano College**.





## Build the life you want. Build it in the trades.

Maybe the trades aren't an obvious choice. But they should be.

*Women Building Futures offers training programs year-round! Please check out our upcoming programs on our website and learn more about all the opportunities that await.*

[womenbuildingfutures.com](http://womenbuildingfutures.com)

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### **Journeywoman Start Program**

**Starts March 5, 2018**

**Application Deadline: December 1, 2017**

This 17-week classroom and hands-on skills development training program exposes participants to six different trades and the construction industry in general. Participants will write the Level B Trades Entrance Exam while in the program. This is an Integrated Training Program with the **Province of Alberta**.

### **Professional Class 1 Driver Program**

**Starts March 5, 2018**

**Application Deadline: December 6, 2017**

This 8-week, tuition paid skills development training program is offered in partnership with industry and a certified driver training school. This program prepares the learner for entry into the commercial transportation industry. Sponsored by **Caron Transportation Systems, Rosenau Transport Ltd., Trimac Transportation, and Westcan Bulk Transport**.

### **Operator Readiness Program - Edmonton and Fort McMurray**

**Starts March 14, 2018**

**Application Deadline: December 11, 2017**

This 4-week classroom and skills development training program is designed to prepare women to succeed as entry-level operators for employment in the road building and heavy construction industry. This is an Integrated Training Program with the **Province of Alberta**.

### **Operator Readiness Program - Edmonton**

**Starts April 4, 2018**

**Application Deadline: January 29, 2018**

This is an industry sponsored program with the **City of Spruce Grove, Northstar Sharps** and the **Town of Stony Plain**.

[See all upcoming programs](#)

# What's Your Perspective?

*Do you have any questions or comments? We'd love to hear from you!*

780 452 1200

[womenbuildingfutures.com](http://womenbuildingfutures.com)

