

Trade Perspectives

September 2017

We have a story to tell

*Welcome to the inaugural edition of the Women Building Futures newsletter – **Trade Perspectives***

As President & CEO of Women Building Futures (WBF), I am thrilled to present our first ever newsletter!

Along with highlighting industry issues and relevant topics of interest, this newsletter is about sharing stories and providing a venue to celebrate the success of our students, appreciate the commitment of our stakeholders, and offer inspiring ways for others to be a part of our journey. As you explore and read, I ask you to **Trade Perspectives**...challenge your own perceptions and consider the viewpoint of others.

I am honoured to be part of such a dynamic and passionate team who are making an impact on women, their families, our communities; and are forever changing the face of industry!

While I have always aspired to impact the lives of others, I am thrilled that my career path has led me to such a progressive organization that allows me to personally connect to the significance of **Trade Perspectives**.

I want to acknowledge the efforts of our founding President & CEO, JudyLynn Archer, and many others who provided us with the solid foundation we have today. By setting lofty goals, exceeding expectations, listening, and consistently delivering a high social return on investment, WBF has garnered the respect and trust of women, industry partners, and government.



Kathy Kimpton
President & CEO
of WBF

A sincere thank-you to those of you who have provided your unwavering support. You have shaped who we are today. We hope that you will continue to join us and bring others along in our pursuit of "Extraordinary Growth."

The next edition of **Trade Perspectives** will be out in November and we will have some exciting news to share with you, unveiling another FIRST for us!

Kathy



Extraordinary Growth

A Vision for the Future

Women Building Futures has travelled a long, rewarding road. In our 19 years as a social purpose organization, 2,000 women have graduated from our training programs. We built the WBF Housing Facility and Suncor Energy Training Centre - Canada's first training centre for women in trades - and we have partnered with over 60 Employers of Choice to hire our grads in their field.

It would be easy to keep going on this familiar path, but we don't believe in resting on our laurels. Now is the time to do even more!

The women we serve are making bold choices, embracing opportunities, and building their futures. As an organization, we are inspired by these women, and we owe it to them to apply those same characteristics to our organization.

We are expanding our training partnerships, enhancing our student services, and building our online capabilities. By 2025, our programs and services will be accessible to any woman anywhere.

We are proud to present:

Extraordinary Growth Strategic Vision 2017-2020

Extraordinary Growth clearly outlines the commitments to our students, our partners, our stakeholders, and ourselves – to be the best resource for women and employers in the construction and maintenance sector.

Quick Facts About Our Graduates

92%
find work
in their
field

34%
are
Indigenous

132%
average
increase in
income

83%
are registered
apprentices in
their 1st year





WBF Board members, staff, and alumni at the NW Refining BBQ photo booth.

WBF Whoops it up at the NW Refining Stampede BBQ

The rain stopped just as the guests arrived at the 10th Annual NW Refining Stampede BBQ.

Ian MacGregor, CEO of North West Refining, hosts this annual event at his Wild Buffalo Ranch & Canadian Museum of Making for a night of Stampede food, fun, fellowship – and purpose.

This year's BBQ was in support of WBF! We were honoured to have the opportunity to share our story and vision with current partners and new friends.

We'd like to thank the Honourable Christina Gray, Minister of Alberta Labour, for her remarks about the importance of empowering women by providing skills training and expanding their economic choice. Albertans benefit when our worksites reflect our community's mosaic.

To all of you who took the time to chat with our team – THANK YOU! We were honoured to tell our story and hear your many great ideas about how to get involved and partner with us. We will be following up!



Left to right: Minister Gray, Ian McGreggor, Cara Wilson & children, Kathy Kimpton, and JudyLynn Archer.



Marty Eaton of Waiward Steel at the photo booth.

[Watch clips from the event here!](#)



Endowments to Build a Legacy

Earlier this year, WBF's founding President & CEO, JudyLynn Archer, established the JudyLynn Archer Fund with a personal contribution of \$100,000. This Endowment Fund will have a clear purpose to directly support students with their tuition and housing costs while training at WBF.

Then, longtime WBF partners, North West Refining and Canadian Natural Resources Limited stepped up with matching donations of \$100,000 each! WOW!

We are incredibly grateful for the support and trust in our organization from these partners. This Endowment Fund will absolutely have a profound impact on the women we serve.

The Endowment Fund will only grow with your support. We welcome you to check it out and think about becoming a part of this journey with us.

[Learn More](#)



Endowed
Funds

BE *INSPIRED*

"The biggest impact that this fund will have for WBF is to help more and more women in the decades to come."

JudyLynn Archer, Founding President & CEO of WBF

"This endowment, conceived by JudyLynn, is simply incredible. The impact it will make in the lives of so many women and their families is truly immeasurable."

Kathy Kimpton, President & CEO of WBF

"I'm able to do the things I've always wanted to do, like donate to rescue societies, start up an RRSP, and create a plan for my future. I LOVE my job and I'm getting really good at it!"

Tracy, WBF Grad, Operator Readiness Program, 2017



Left to Right: Edna Dach & Dr. Margaret-Ann Armour of WinSETT Centre, WBF Board Chair Angela Armstrong, Valerie Moses of WBF, MP Terry Duguid

Status of Women Announces Funding for WBF

On July 19, WBF Board Chair Angela Armstrong was thrilled to welcome Terry Duguid, Parliamentary Secretary to the Minister of Status of Women and Member of Parliament for Winnipeg South, to WBF Housing Facility and Suncor Energy Training Centre for an important funding announcement.

WBF received \$384,000 from the Government of Canada to fund a three-year project to support the hiring and retention of Indigenous women in the construction, maintenance, and oil & gas sectors.

The project will bring together Indigenous women, employers, and stakeholders to identify barriers and best practices to advance Indigenous women's participation in these industries.

"When women are empowered to succeed in the economy, all Canadians benefit. With these projects, women across Alberta will enjoy greater opportunities to work in several well-paying sectors of our economy. By challenging the barriers that hold women back, Canadian industries can benefit from women's enormous economic potential and leadership skills. This will contribute to their success."

Terry Duguid, Parliamentary Secretary to the Minister of Status of Women

"Indigenous women have a lot to offer the construction, maintenance, and oil & gas industries, but they face unique challenges in trying to access those careers. This project will identify the systemic barriers faced by Indigenous women and work with employers to find solutions."

Kathy Kimpton, President & CEO, Women Building Futures



Valerie Moses of WBF accepting the funds.

The Many Faces of Success!

At Women Building Futures, we are inspired by the women we serve.

JANET FAZIO

TRAINER AT LEDCOR

WBF CLASS 3 DRIVER PROGRAM GRADUATE

"I want to tell you a bit about my journey with Ledcor. After three months of plowing, I started training the newbies - like I was - on how to operate a snow plow! So awesome.

After the season was over, I was asked to operate the paint truck for the summer and paint lines all over Alberta's highways. Then I was promoted to Lead Hand so I left the painting crew and jumped into my new role, or so I thought. A month into it I was asked if I would like to become a trainer for Ledcor!

So here I am, teaching snowplow operations both in a classroom setting as well as in a simulator we rented from Alberta Motor Transportation Association. My very short journey with Ledcor has been amazing. My first day on the job was Oct 11, 2016 and here I am, 10 months later - a trainer!"



ERIN MEETOOS

RED SEAL WELDER

WBF JOURNEYWOMAN START #41 GRADUATE

"I was planning on pursuing a career in carpentry but I had no idea of the options that were available, so I enrolled in the Journeywoman Start program. The hands-on part was really educational because I got to learn a little bit about everything.

Pursuing a career in the trades is the best thing I've ever done for myself and my daughter. It has given us the privilege to do some pretty amazing things that I wouldn't have ever dreamed of before. I would highly recommend it to every woman seeking a new challenge and a new lifestyle.

My dreams are being realized and my future is more secure each day. I'll always be thankful to those who helped me achieve my goals, like the company who accepted me near the end of my WBF training and enabled me to complete my two-week practicum, my family, and my current employer, who provides ongoing incentive, encouragement, and opportunity."



Choice. Change. Opportunity. It's all here!

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

Enbridge Construction / Field Operator Readiness Program

Starts November 6, 2017

Application deadline: September 22, 2017

You want a new career? Well here's your chance with Enbridge!

Apply now and begin your career as a field operator or construction labourer. Get the training you need to enter the construction or pipeline operations industries and you'll find endless opportunities for training and advancement! Sponsored by Enbridge.

Pathway to Apprenticeship: Heavy Equipment Technician

Starts November 27, 2017

Application Deadline: September 28, 2017

Get your ticket to a dream career with this new, fully-paid, apprenticeship-to-journeyman program.

Open to women in Fort McMurray and area, this 4-year paid apprenticeship includes rotations with our industry partners – CEDA, Diversified Transportation, Finning Canada, Mammoet, Suncor, United Rentals, and more.

Students will be registered as apprentices while in the program with the goal of becoming journeymen at the end of the program.

Operator Readiness Program

Starts January 18

Application deadline: November 1, 2017

This 4-week classroom and skills development training program is designed to prepare students for employment as a labourer or equipment operator within a variety of sectors/industries including: construction, road building, municipal maintenance, oil and gas, mining, and plant operations.

[See all upcoming programs](#)



WBF in the News

People are talking about WBF and we couldn't be happier!



Truck West Magazine - August 2017

[Driving Women: WBF's Class 1 Driver Program gives women the tools to be successful in the industry](#)

In an effort to leverage one of the most significantly untapped sources to help alleviate the impending driver shortage, WBF is offering women a chance to take its Professional Class 1 Driver Program.

[On-Ramps to Industry: Programs increasing diversity in Alberta's construction industry](#)

The construction workforce is aging, and some educational organizations such as WBF say that to mitigate attrition, industry needs to look to under-represented demographics to take their places.



ECA Breaking Ground Magazine - Summer 2017

[Edmonton program to train Indigenous women for work on Trans Mountain Expansion Project pipeline](#)

A dozen Indigenous women from central Alberta are about to begin a course that could land them jobs in the construction of the multi-billion dollar Trans Mountain pipeline expansion project.



CBC News Edmonton

[Council thanked for building women's futures](#)

Spruce Grove, Stony Plain, Parkland County, along with St. Albert, Borger Group, and KLS Earthworks & Environmental partnered to offer the free training course as a means of helping women prepare for and succeed in entry-level employment as labourers or operators.



Photo courtesy of the Spruce Grove Examiner

See the latest news at womenbuildingfutures.com/news

What's Your Perspective?

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

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womenbuildingfutures.com

