

# Trade Perspectives

Volume 1, Issue 6

September 2018



## WORK PROUD SUMMIT 2018 #WBFSUMMIT18

*Where thought leaders gather, share experiences and inspire action to attract and retain an inclusive workforce.*

**Seats are selling fast! Don't miss out on this event.  
Register today >>>**

- 3** Keynote speakers
- 5** Industry experts on our opening panel
- 9** Interactive best practices workshops
- ∞** Limitless opportunities to Trade Perspectives

### Hear our opening industry panel discuss economic impacts of diverse & inclusive workplaces:

- Janet Riopel - Moderator - President & CEO of the Edmonton Chamber of Commerce
- Chris Nash - President of the Alberta Motor Transport Association
- Paul Verhesen - CEO of the Clark Builders Group of Companies
- Shelley Powell - Senior Vice President, Oil Sands Operations, Suncor
- Brent Davis - Vice President, Mining Solutions, Finning Canada

Industry Panel Sponsored by  **inter** pipeline

# TRADE PERSPECTIVES

## Work Proud Summit 2018 #WBFSUMMIT18

### CONCURRENT WORKSHOPS

*These workshops will give you tangible takeaways that you can start applying in your own workplace.*

#### Tools for Change - October 3rd Morning

- The Impact of Workplace Culture on Safety and Productivity: What Does Bill 30 Mean for Industry? *Sponsored by Canada's Building Trades Unions*
- Diversity, Inclusion and Retention: How to Really Change the Face of Industry *Sponsored by Chevron Canada Resources*
- WBF Presents WORK PROUD: Building Leadership for Your Inclusion Journey *Sponsored by Careers: The Next Generation*

#### Pay it Forward - October 3rd Afternoon

- Pathways in the Trades: Mentorship, Workforce Development & Intergenerational Experiences *Sponsored by TransCanada*
- Relationship Building with Communities, Industry Partners and an Indigenous Workforce *Sponsored by ATCO*
- WBF Presents WORK PROUD: Tools to Support Multi-Level Change—Foundations, Practice and Sustainability *Sponsored by Trans Mountain*

#### Building Futures - October 4th Morning

- Building Canada's Labour Market: Current Trends, Pathways and Future Directions *Sponsored by Trimac and Rosenau Transport Ltd.*
- Diversity of Economic Futures: Attracting and Retaining a Diverse and Inclusive Workforce *Sponsored by ClearStream Energy Services Inc.*
- WBF Presents WORK PROUD: Creating Inclusive, Female Friendly Worksites—LNG Canada's Journey *Sponsored by Fluor Canada Ltd.*

#### VIEW THE FULL SUMMIT SCHEDULE >>>

Thank you to our Concurrent Workshop Sponsors:



*A note from our Dinner and Entertainment Sponsor  
LNG Canada*



#### Diversity at LNG Canada

LNG Canada believes in workforce development and diversity. Its proposed liquefied natural gas export terminal in Kitimat, British Columbia offers a significant opportunity to train the local workforce and create a female-friendly worksite from the ground up.

Construction of this plant and pipeline is estimated to create 10,000 jobs, and ongoing operations will create 950 full-time permanent jobs.

This means that attracting first-time new entrants to the construction industry will be crucial to support this workforce demand.

Women represent a very desirable labour pool for this major project. A diverse workforce leads to proven benefits, including improved safety and performance and increased innovation, creativity and productivity.

Those benefits create a better worksite for everyone.





WBF Instructor, Sabrina, during the VR photo shoot at the Finning yard in Calgary.

## The power of virtual reality at WBF

### How technology enhances women's experience as they pursue heavy equipment operator careers

#### Exploring careers through virtual reality

When women first consider heavy equipment operating (HEO) as a career path, they may not know what it feels like to sit behind the controls of a haul truck or a loader, let alone drive one.

Our virtual reality experience puts women in the driver's seat and allows them to see first-hand what it's like to ride in a 45 tonne articulating haul truck driving around the Finning yard in Calgary. This technology was created by WBF and supported by Western Economic Diversification Canada, in response to the growing interest in training for heavy equipment operating. To top it off, the female operator featured in the VR is a WBF alumni.

Take a look at our promotional video for the VR experience.



#### Preparing for life-changing employment with simulation and blended learning

In January of 2019, WBF will mark another first in its history with the launch of a fully blended learning program that combines face-to-face instruction, online learning and simulator training.

This five-week, tuition-paid program in Anzac, Alberta will allow women from the Regional Municipality of Wood Buffalo to gain introductory skills to become a heavy equipment operator. Students in the program learn standard operating procedures, safety, and pre-use inspections for four pieces of heavy equipment, gain their safety certifications, and experience site tours, job search training and job retention support.

#### The impact for women

This program is a particularly life-changing opportunity for women living in rural communities, who don't necessarily have the same access to training opportunities. "Since all of the tools we've built are mobile, we can bring training to the women," says Jacqueline Andersen, Director of Stakeholder Relations. "And if women don't have access to computers or the internet, we'll bring that for them as well."

"This program is a real game-changer for women, who, in the end, will be well prepared for operating," Andersen says.

**Learn more about our operating program >>>**

*"Diversity is Canada's strength. This is why the Government of Canada, through Western Economic Diversification Canada, is proud to support WBF in empowering women to enter and succeed in the skilled trades. By enhancing women's representation in the skilled trades, we are ensuring that all Canadians – regardless of gender – have a real and fair chance at success."*

—The Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development and Minister responsible for Western Economic Diversification Canada

# WBF Delivers its First In-Community Training Program with Six First Nations



## Ten women celebrate their graduation and look forward to their new careers

The WBF Whitefish Lake First Nation Operator Readiness Program wrapped up in June and became the first of its kind in WBF's history to be delivered in community with multiple First Nation communities.

### Engaging with Indigenous and Rural Communities

Over the last few years, WBF has worked hard to provide accessible services for Indigenous women, who make up 35% of students in WBF training programs.

"We have heard from the Indigenous women we serve that many of them want to live in their communities. That's why it was really important to us to bring a program into a First Nations community," says Jacqueline Andersen, Director of Stakeholder Relations. "Whitefish Lake First Nation was the first one we were able to try it with."

Rennie Houle, Asset Employment Training Program Manager for the community, considered WBF an excellent organization to partner with. "Our population in Whitefish Lake First Nation is 56% women so we were discussing women's programming and WBF had high success rates and employment opportunities," he says.

*"This training was important to me because I wanted to do a career change and I really like working outdoors and with my hands."*—Michelle Lafleche-Cardinal, Program Graduate

### The WBF Whitefish Lake First Nation Operator Readiness Program

The women in the program, from Whitefish Lake, Cold Lake, Saddle Lake, Frog Lake, Kehiwin and Alexander First Nation, celebrated their achievement at a graduation ceremony and are looking forward to starting a new career.

This program will have a significant impact, and not just for the women who completed the training. "This was important to the community because the women are able to get the training and skills they need, the industry is interested in hiring them and the communities get positive role models," says Carla Lamarche, WBF Program Facilitator.

*Thank you to our program partners: Whitefish Lake First Nation, CLAC, Imperial, and Rennie Houle.*

**To learn more about our in-community opportunities, please connect with the WBF Community Relations Team at 780 452 1200.**

# Her work is taking her places!

*This WBF graduate is living the dream.*



## Melissa

Safety Supervisor/Trainer

G Mining Services Inc.

Operator Readiness #4 Program Graduate

After five years of working as a server and bartender, Melissa made a promise to herself that she would find a career—not just a job. One evening, a friend who worked as a Heavy Equipment Mechanic in Fort McMurray mentioned that women were working in every trade and at every level in Fort McMurray—and earning good money. That comment sparked Melissa’s curiosity, and she started looking into what it would take to start a whole new career path.

That’s when she found Women Building Futures. After graduating from her program, Melissa made good on the promise she made to herself and began a new career that has helped her combine work with travel.

*“I wanted to get my foot in the door of the trades, begin as a heavy equipment operator and eventually move up the ranks to a supervisory/management position. Now, I’m working on major gold mine construction projects in South America. I am literally living my dream, travelling the world, working in a career that I love and being financially independent. It took a lot of hard work and sacrifices to get here.*

*It all started with WBF, and for that I will be forever grateful.”*

**#YOUGOTTHIS**

“MY #WBF REALTALK

*You are stronger and mightier than you think.*”

*This will change your life in ways you can’t even begin to imagine.*

“WHAT I GAINED CONFIDENCE”



## Build the life you want. The life you deserve.

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)

### Introduction to Heavy Equipment Operating

During this five-week program, students will participate in face-to-face, online and simulator instruction to earn their safety tickets and learn best practices for working in construction and standard operating procedures on four pieces of equipment. Upon completion, students will be eligible for employment referrals and job retention support.

**This tuition-paid program will be delivered in Anzac, Alberta and is open to women living in the Regional Municipality of Wood Buffalo.**

**This new program starts January 28, 2019. Application deadline: October 12, 2018**

### Journeywoman Start

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.*

**Upcoming program: JWS 84 Starts March 4, 2019. Application deadline: November 5, 2018**

### Professional Driver/Operator Programs

#### Professional Class 1 Driver

This tuition-paid program prepares students for entry into the commercial transportation industry. It is offered in partnership with industry and a certified driver training school and is officially endorsed by the Alberta Motor Transport Association (AMTA). *Sponsored by Caron Transportation Systems, Rosenau Transport, Trimac Transportation, Watt & Stewart Commodities Inc. and Westcan Bulk Transport.*

**Next program starts in early 2019. Check our website for upcoming dates. >>>**

#### Professional Class 3 Driver / Operator

This tuition-paid program prepares Class 5 drivers to successfully obtain their Class 3 licence. Upon completion, graduates will be able to operate snow plows, hydrovacs and trucks with up to three axles, and transport goods or carry loads. *Sponsored by Badger Daylighting, United Rentals, Volker Stevin and Weatherford.*

**Next program starts in early 2019. Check our website for upcoming dates. >>>**

[See all upcoming programs](#)

# What's Your Perspective?

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

780 452 1200

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

