

Trade Perspectives

Volume 1, Issue 5

May 2018

A woman with dark hair tied back, wearing a dark hoodie, stands in a workshop with various tools hanging on the wall behind her. The text 'WE GOT THIS' is overlaid in large white letters on the right side of the image.

**WE
GOT
THIS**

CELEBRATING 2017 IN OUR REPORT TO THE COMMUNITY

An unforgettable year at Women Building Futures

For Women Building Futures, 2017 was a year that marked a significant shift in our history and showed how much can be accomplished with the support of our partners and the inspiration of the women we work with.

2017 was a time to:

CHALLENGE

the status quo inside our walls and in the world around us.

ENGAGE

with women, not just in Alberta, but across Canada.

PARTNER

with industry in ways we've never done before.

LEAD

the conversation about women working in industry.

We set remarkable goals and we are achieving (*and often exceeding*) them.

- **157%** average increase in earned income on first day of hire for our graduates
- **48** Indigenous communities actively engaged
- **94%** of WBF's industry partners would recommend hiring a WBF graduate
- **100%** of staff incorporate WBF values in their work

We can say **WE GOT THIS** because of the ongoing support from our loyal stakeholders, our dedicated staff and our volunteer Board of Directors.

Thank you so much for being a part of our story!

[View WBF's 2017 Report to the Community](#)

TRADE PERSPECTIVES

Work Proud Summit 2018

REGISTRATION IS NOW OPEN

TRANSFORMING THE FACE OF INDUSTRY — THE TIME IS NOW

Inclusive workplaces are innovative, creative and high performing. After two decades of working with women and industry, WBF knows that future success relies on our ability to create diverse, respectful workplaces where everyone is empowered to succeed.

Are you striving to build diversity in your organization?

[Click here to reserve your spot today!](#)

October 2 - 4, 2018

Radisson Hotel & Convention Centre

4520 76 Avenue NW, Edmonton AB

[Learn about our speakers and more!](#)

Join other leaders, influencers and change-makers to
TRADE PERSPECTIVES and support real change in the workplace.

OUR SUMMIT SPONSORS TO DATE:



INTERESTED IN BECOMING A SUMMIT SPONSOR? CLICK HERE TO LEARN HOW.

STAY TUNED FOR MORE INFORMATION ON SPEAKERS,
WORKSHOPS AND SUMMIT AGENDA

WWW.WORKPROUDSUMMIT.CA

THIS PROJECT HAS BEEN SUPPORTED IN
PART BY STATUS OF WOMEN CANADA.



Kathy Kimpton, President & CEO of Women Building Futures, accepting the award.

Our award-winning approach to workforce development!

Women Building Futures receives prestigious COAA award

On May 8, 2018, we were proud to receive the 2018 Workforce Development Award from the **Construction Owners Association of Alberta (COAA)** at their Annual Best Practices Conference in Edmonton.

North West Redwater (NWR) nominated WBF for our innovative workforce development partnership with NWR and three separate Building Trades of Alberta affiliates: Ironworkers Local 720, Carpenters Local 1325 and Insulators Local 110. The partners were eager to increase female employment on the Sturgeon Refinery project by generating buy-in among employers, providing pre-trades training, supporting apprenticeship registration, and creating a peer network to ensure ongoing mentorship and retention.

"This partnership is an example of how best practices for hiring and retaining tradeswomen can be successfully planned and implemented by bringing together the project owner, contractors and labour unions."

Kathy Kimpton, President & CEO of WBF

The partnership resulted in the recruitment and training of 43 women to work on the project, 25% of which were Indigenous. They were all registered as apprentices and hired as Ironworkers (19), Scaffolders (17), Insulators (4), Carpenters (2) and an Operator (1) with PCL Industrial, Taurus Project Group Inc., Fluor, and Brock Canada Inc. On their first day of employment, these women experienced an average increase of 203% in earned income, which significantly improved their lives and those of their 46 children collectively.

This collaborative approach to workforce development meets the needs of the employers, ensures success of the new hires and creates a diverse workforce. We were proud to be a part of it and will continue partnerships like this into the future. Thank you so much to COAA for this award and for your ongoing work in recognizing best practices on Alberta's industrial construction projects.



Kathy Kimpton with Scott Maguire, COAA President

The Voice of Change!

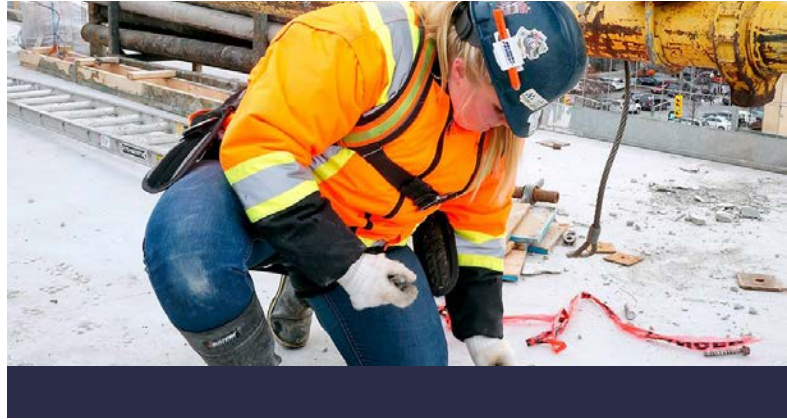
Telling the WBF Story

Women Building Futures is valued for its expertise and thought leadership and is a trusted voice in the media about women in the construction and maintenance industry. Take a moment to read our most recent articles here.

Journal of Commerce

March 9, 2018

The focus on gender equality in the federal budget, and particularly the emphasis on women being under-represented in the trades “represents a natural alignment to the work WBF has been doing” says WBF President & CEO Kathy Kimpton. [Learn more.](#)



UNHARNESSED POWER

Blazed trails and broken barriers mark the journey into the trades industry for women

HPAC Magazine

March 9, 2018

We are incredibly proud of WBF alumni, 3rd year plumber apprentice, Chrissy Bell, and her profile in the HPAC Magazine. Chrissy shares her story and highlights the importance of informing women early in their journey about the opportunities the trades can offer and harnessing their drive to be trail blazers.

[Check out the story.](#)

Alberta Native News

April 3, 2018

This article highlights our YOU GOT THIS campaign and its far-reaching impacts on positioning trades-related fields as a positive career option for women; supporting industry in hiring a diverse, skilled workforce; and increasing the number of women, particularly Indigenous women, who are exploring this opportunity with WBF.

[Read the full article.](#)



See the latest news at womenbuildingfutures.com/news

Pride in her community is all in a day's work

One WBF alumni's journey with the Town of Stony Plain



REANNE

Town of Stony Plain Facility Operator
Operator Readiness #2 Alumni

Reanne, a proud Stony Plain resident, decided to make the shift from being a stay-at-home mom to becoming a student in WBF's Operator Readiness Program. After graduating, she was hired into a temporary position with the Public Works department with the Town of Stony Plain and learned how to operate a few pieces of equipment. Before the season was done, she took a permanent position as a Facility Operator with the Town. Reanne loves her role and the exposure she gets to a number of different trades.

"My favourite part of the program was having female instructors that had worked in the field. To have a role model to give you a gentle push or words of encouragement was really invaluable. I want to be a similar role model for my daughters."

Training local women for local work

The Town of Stony Plain, along with City of Spruce Grove, City of St. Albert and Parkland County, are multi-year sponsors of WBF's Operator Readiness program and are committed to training women from their communities to work locally.

"In many cultures, if you teach a woman new skills, they tend to transfer that knowledge to others, thus improving the standard of living for the entire community."

William Choy, Mayor, Town of Stony Plain

"We have a great employee as a result of this partnership. I am hugely impressed with this program and am proud that we are a part of it."

Tom Goulden, Town Manager, Town of Stony Plain

MY #WBFREALTALK

"Get out there, work your butt off and prove to everyone you deserve to be there!"

**WHAT I GAINED
OPPORTUNITY**



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

Pathway to Apprenticeship: Heavy Equipment Technician

This tuition-paid program provides students with the practical and academic training required to become a Heavy Equipment Technician with the ultimate goal of achieving their journeyman certificate. This industry-driven, education partnership provides high quality training through annual rotating work placements with our program sponsors: **CEDA, Finning Canada, Sarens Canada Inc., SMS Equipment and United Rentals.**

Professional Class 3 Driver Program

This tuition-paid program prepares Class 5 drivers to successfully obtain their Class 3 license and work in oil and gas, road construction or hydrovac services. Upon completion, graduates will be able to operate snow plows, hydrovacs and trucks with up to three axles and transport goods or carry loads. This program is sponsored by **Badger Daylighting, United Rentals, Volker Stevin and Weatherford.**

Journeywoman Start Program

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

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. **Officially endorsed by AMTA.** Sponsored by **Caron Transportation Systems, Rosenau Transport, Trimac Transportation, Watt & Stewart and Westcan Bulk Transport.**

[See all upcoming programs](#)

What's Your Perspective?

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

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