

Media Advisory: Attention News Directors/Assignment and Business Editors

For Release: Monday, December 1, 2008 - 8:00 am EST

Business Markets & Aboriginal Employment Rates Destined to Increase with New National HR Program

What

A new and proven human resource program that helps companies improve their bottom line and advance the employment rates of Aboriginal people will be unveiled by the Aboriginal Human Resource Council (AHRC) in conjunction with Canadian corporate leaders in Aboriginal diversity.

Mastering Aboriginal Inclusion will be nationally launched on December 2, 2008, after three years of research and testing. This unique and international landmark program helps employers develop a sound business case for Aboriginal inclusion as well as successfully recruit, retain and advance Aboriginal workers in all sectors of Canada's economy during times of boom or bust.

Who

- Kelly Lendsay, President and CEO of AHRC and Catherine Pennington, Senior Corporate Aboriginal Affairs Advisor to the VP of EnCana, will describe how the program delivers benefit to Canadian businesses, the Aboriginal community and the socio-economic strength of Canada.
- Aboriginal employees Mick Elliot, EnCana, and Tammy Cummer, TransCanada, will speak on how their company's inclusion efforts have helped them succeed in the workplace.
- Bill Kuhns, Research and Development Specialist, AHRC will be available to speak about the cooperative research and testing that helped develop the *Mastering Aboriginal Inclusion* program and its products.
- There will be an opportunity for the media to obtain training footage and interviews with Crystal Kosa, National Director, Corporate Training and Inclusion Strategies, AHRC. Corporate human resources professionals, who are being introduced to the program for the first time, will also be available immediately following the formal launch event.
- Onsite interviews with Aboriginal employees and corporate partners can be facilitated.

When

Tuesday, December 2, 2008, 1:30 pm
The Westin Calgary, 320 4th Avenue SW, Calgary, Alberta

Contact

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