



For immediate release: June 19, 2007

PETROLEUM HR COUNCIL AND PARTNERS LAUNCH PILOT PROJECT TO ATTRACT SKILLED WORKERS TO FORT ST. JOHN AREA

(Calgary, AB) --- The Petroleum Human Resources Council of Canada (the Council), along with its regional partners, today launched the Fort St. John pilot of its *Increasing the Talent* project. The purpose of this innovative project is to identify and implement collaborative ways to attract and retain the skilled workers needed in the Fort St. John area petroleum industry, today and into the future.

In the pilot project, community and business organizations, government agencies, training institutes and petroleum industry companies are testing the Council's *Increasing the Talent* Toolkit. The Toolkit includes a conceptual model that provides a framework for attraction and retention initiatives, as well as practical information including best and promising practices and an inventory of tools and resources.

Cheryl Knight, Executive Director and CEO of the Council, officially launched the pilot project today at the North Peace Cultural Centre. In her presentation, Ms. Knight said: "Our goal with this pilot project is to have our partners validate the *Increasing the Talent* Toolkit, so we can share it industry-wide with confidence."

Sci-Tech North is one of the Council's main partners in the Fort St. John pilot. At the launch, Lori Ackerman, Executive Director and CEO, Sci-Tech North, said: "We see the *Increasing the Talent* pilot project as a fabulous connection to building the workforce and increasing innovation in the workplace."

Ms. Knight further stated: "The whole concept behind *Increasing the Talent* is collaboration. As a result, the Council is very excited to be working closely with such a comprehensive and diverse group of enthusiastic partners in the Fort St. John area."

Increasing the Talent pilot project partners include:

- North Peace Economic Development Commission
- City of Fort St. John
- Fort St. John & District Chamber of Commerce
- Treaty 8 Tribal Association
- Northern Society of Oilfield Contractors & Service Firms (NSOCSF)
- Training institutes, including Enform and Sci-Tech North
- Local petroleum service companies, including Alpha Safety Ltd., Brandt Tractor Ltd., Cobra Group Ltd. Partnership, Locher Consulting, McElhanney Land Surveys Ltd. Surerus Pipeline Inc. and Troyer Ventures Ltd.

The Petroleum HR Council, established in 2001, is supported by 11 oil and gas national and regional industry organizations, including one union. It represents the primary sectors of the upstream petroleum industry in Canada: exploration and production, service industries, pipeline transmission, natural gas processing, and mining, extracting and upgrading of heavy oil and bitumen.

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