



Drum Dancers at the community feast.

Wind conference blows into Tuktoyaktuk

Alternative energy technologies are being rapidly deployed around the world as governments take aim at the effects of climate change.

While the issue is one of global concern, the Northern Hemisphere is feeling the greatest effects.

Temperatures in the Northern Canada and eastern Russia rose at twice the global average between 2000 and 2004.

Arctic ice is disappearing. Thaws in the Northern Hemisphere come a week earlier and freezes begin a week later.

Glaciers are rapidly melting around the world—for example Montana's Glacier National Park now has only 27 glaciers, compared to 150 in 1910.

Operating days for NWT's 1400 kilometres of winter roads, ice roads, and ice crossings have been drastically reduced over the past 50 years.

Is it any wonder that the Department of Environment and Natural Resources, in partnership with Indian and Northern Affairs Canada, hosted the first-ever Remote Community Wind Energy Conference in Tuktoyaktuk, Nov 28 and 29. The conference attracted some 100 participants from the NWT, several other Canadian jurisdictions and the United States.

After listening to expert speakers, delegates considered the feasibility of wind energy in six northern communities currently being monitored by the Aurora Research Institute. The conference has led to a request for proposals to design, install and operate wind turbines in the North, and an offer to purchase the clean energy from the NWT Power Corporation.

ENR assigned organization to Tait, with specific accountability for conference

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A heart-warming adventure

The month of February was the warmest ever for Tait's Julie Coad.

Traveling 11,526 kilometers Julie began her adventure on behalf of *Sleeping Children Around the World (SCAW)*.

SCAW was founded by Murray Dryden, father of hockey legends Ken and Dave Dryden, to make bed kits available to children in needy countries. A kit consists of a mattress, pillow, sheet, blankets, mosquito net, clothes, towel, and school supplies.



Tait's Julie Coad greets a recipient in Chennai, India.

The \$35 kits are paid for entirely through donations and once the required number are fully funded, SCAW relies on volunteers to step up and take the journey.

Mind you, these are no ordinary volunteers. Their commitment requires them to pay all their own expenses: meals, transportation and accommodation.

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Mining the NWT's human resources

In the next five years NWT's mining sector needs to fill 2,700 new jobs. While it's an exciting time to be in the northern mining industry, it's not without its challenges.

The national skills shortage is exacerbated in the North: a small local labour pool; lower levels of education and language competencies; the need for family and community supports for rotational work life; and the lure of Alberta's oils sands or southern mines for trained Northerners. The Mine Training Society and its partners are overcoming all of these challenges by thinking outside the box and developing "made in the North" solutions.

"Strong partnerships and collaboration are the keys to our success," says Hilary Jones, the Society's General Manager. "We have competitors, educators and communities all sitting at the same table setting direction. Unique? Yes. But it's how things get done here in the North".

In 2007 Tait facilitated a two-day workshop for Mine Training Society stakeholders. One of the outcomes was the need to establish higher levels of collaboration around the human resource challenges facing NWT's mining sector.

A major step in that process occurred when MTS sponsored the first-ever Northern Mining Industry Human Resources



*Above: Jody Hamilton, Director – Partnerships, Aboriginal Affairs Directorate, HRSDC.
Below left: Teresa Haykowsky, Partner, McLennan Ross, Emerging Trends in Labour Law.
Below right: Brad Enge, Chair, MTS.*

Forum in Yellowknife. Working in concert with a steering committee, Tait organized all aspects of delegate participation, moderated the forum, and compiled the conference report.



Some 60 people from several Canadian jurisdictions participated in the forum. In an exit survey, delegates gave overall content a 90% rating and presenters 83%. Written comments very clearly indicated a desire for a follow-up forum. To view the summative report visit the MTS website at www.minetraining.ca

A heart-warming adventure continued

"That's to ensure that every donated dollar is used for needy children," explains Julie. "It's a fantastic organization and the experience is incredibly heart-warming".

This was Julie's second journey on behalf of SCAW. This time around, she was part of a six-person Canadian team that distributed 6000 kits to children in



the southern remote villages of India. Some of the children walked up to 10 kilometers to meet the roving team who travelled for three weeks by overnight trains and vans to reach distribution points.

For more information on SCAW, or to make a donation visit www.scaw.org

The Canadian team distributed 6,000 bed kits in three weeks.

For our North. For our Future!

When it comes to the environment, Territorial opinion is clear. It's our number one issue. In poll after poll, NWT residents rate global warming and protecting the ecology of the North first on their list of priorities, ahead of development.

A recent national poll – *The Mood of Canadians* – drilled into personal sentiments about the environment. More than anything else, “climate change” triggers a very personal response and a vast majority of Canadians admitted they aren't doing enough.

The mood on the environment has galvanized over the past five years. And while a lot of people have been talking about climate change, one northern company has been doing something about it.

Since 1990, the Northwest Territories Power Corporation has reduced diesel consumption by 75% and cut greenhouse gas emissions by 58%. Its efforts have earned national recognition from the Canadian Greenhouse Gas registry: *Leadership*

Award for the Electricity Sector in 2001 (beating out utilities across Canada) and an *Honourable Mention* in 2003.

“We all worry about the environment and we know that our customers expect us to do as much as possible. It doesn't matter which community I visit, the conversation eventually comes around to the environment. The point is that a lot of people are talking about it. And we've been taking their cue and doing something about it,” said Brian Willows, NTPC's Chief Operating Officer.

To paraphrase: *“A lot of people are talking about climate change. We've been doing*

something about it”: That's one of the themes of NTPC's environmental stewardship campaign.

The campaign is fact-based, reflecting NTPC's technological improvements and GHG reductions. Other central messages reflect the corporation's willingness to increase hydro, its commitment to alternative energy and its willingness to “fuel-switch” from diesel when ever practical.

“When I tell customers that hydro electricity accounts for 79% of all the energy we produce they're pleasantly surprised. It's a pretty good story for the North. We felt it was time people knew,” add Willows.

The two-fold challenge for Tait was to identify “fact based” themes – scientific and proven facts are necessary to counter-balance emotions – and to ensure that messaging reached into every community in the Territories. Among other things, the media plan includes newspaper and magazine advertisements, news stories, spots on CKLB radio and bill stuffers.

A lot of people are talking about climate change.

We've been doing something about it.

At a time when reducing emissions is at the forefront of everyone's agenda NTPC has been quietly doing its part for more than a decade. Since 1990, we've reduced CO2 equivalent Green House Gas emissions by 58% across the system.

Of Canadian organizations that report to the Greenhouse Gas Registry, NTPC is one of the very few to receive a Gold designation for seven consecutive years.

There is no way around the fact that energy system operations will affect the environment. Our challenge is to minimize environmental effects and still meet our responsibility to supply electricity at the lowest cost possible. Finding this balance is not easy, but we've managed to do it for quite some time.

In an era when everyone is talking about climate change we're proud to say we've been doing something about it. *For our North. For our future.*

NORTHWEST TERRITORIES POWER CORPORATION
Up to the Challenge!

Say what?

Plain language isn't just using smaller, simpler words. Plain language is disciplined writing that results in messages easily understood by the intended audience. This style of writing is imperative in the NWT where there are 11 official languages and a multitude of stakeholder groups.

“Understanding the audience is what drives the messaging and Tait Communications incorporates plain

language writing into all its projects,” says Leanne Tait, President.

“We are often challenged to integrate our project management, our research and our writing capabilities so that our clients' needs are met.”

One such client is the Income Security Division of the Department of Education, Culture and Employment. New legislation and regulations meant that the policy and procedures manual had to be completely overhauled and made “user-friendly”.

Tait not only re-wrote content, but also restructured the manual into an easy-to-

use working guide. ECE staff now has a manual with policies and procedures in plain language and a clear “line of sight” to regulations and authorities.

ECE rolled out the new manual and processes in a week-long workshop for 40 participants from all regions of the NWT. Tait was contracted to coordinate and moderate the workshop.

In an exit survey, participants gave very high ratings to both the workshop and the manual. In written comments, many indicated it was the best workshop they had ever attended.

Wind Conference continued

logistics: delegate and speaker tracking, air and ground arrangements, and on-site management. The contract was extended to include conference administration: including web site development, revenue and expense oversight, and accounting. When the dust had settled the conference came in under budget, despite some surprises.

“Organizing a conference in a larger



Wind conference committee chair, Wade Carpenter, and Tait's Julie Coad.

centre always comes with a few bumps. But organizing a conference in a remote community invites some special surprises, like what to do with 100 delegates who are weathered-in and how to reconfigure travel arrangements when charters are weathered-out. But the people of Tuk, Aklak Air, Canadian North and ENR were all great. Despite the weather we managed to get everyone home within 24 hours of exit,” said Julie Coad, Tait’s “star” event coordinator.

Even with the surprises, the conference achieved its objectives and the steering committee will soon be posting the final report on the web site at www.remotewindenergy.ca

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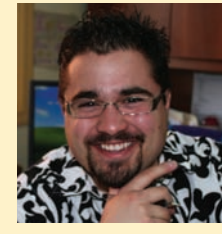
Christmas is for kids!

No one would argue that Christmas is a very special time for kids, but not all kids have a chance to experience the same joy. So Tait staff – and their brave spouses – decided to make a small difference this year through the office gift exchange. Everyone drew names and was tasked with buying a children’s toy that reminded them of what the person did at work or as a hobby or a toy that reminded them of a characteristic of that person. Not surprisingly, there were lots of Barbie’s and race cars. All the toys were sent to families living at YWCA’s transitional house.



Tennille Read

Tennille joined Tait in February 2008. She received her Honours BA from Queen’s University, in Kingston, Ontario, followed by a graduate diploma in Communications at Concordia University, in Montreal. Her wide-ranging talents enabled her to hit the deck running; managing projects, developing creative material for radio and print, and contributing to market research. She is currently involved in projects for the Department of Health and Social Services, Yellowknife Catholic Schools and the Canadian Cancer Society.



Max Babin-Lavoie

Max received an Honours Associate Degree in Business Management from Yellowknife’s Aurora College. He joined the Tait team in January 2008 after returning from studies in International Commerce at the University of Lethbridge. Max is currently managing projects for the Millennium Scholarship Program and the Arctic Winter Games. His business acumen and conversance with computer programs have already made him a valuable part of several research and development projects.

No longer Yellowknife’s “best kept secret”

It’s been around since 1993, administers \$2 million in capital assets, and gives money away. What is it? If you aren’t sure, you’re not alone.

“We’ve often been referred to as Yellowknife’s best kept secret. We’ve sometimes had a hard time disbursing grant and scholarship funds,” said Daryl Dolynny, President of the Yellowknife Community Foundation.

Tait is helping to change all that by providing public and media relations, event management, and donor and “gifting” development services. This is the first time in

its 15-year history that the Foundation has hired an agency of record.

“Developing a communications strategy for a non-profit is a lot like developing one for a publicly traded company, except that a non-profit’s “stock in trade” is its reputation,” says Tait’s Mike Bradshaw.

The first order of business was issuing the Foundation’s annual report, landing a corporate sponsor to support proactive profile building, and fostering media attention for the Foundation’s work.

As part of the profile launch Tait introduced an electronic newsletter – The Power of Community. Now in its second edition, the newsletter reaches more than 2,000 addresses. For information about grants, gifts, The Power of Community, and other news visit the YKCF website www.yellowknifecommunityfoundation.ca



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