

The electronic newsletter from De Beers Canada - February 2010

# Engaged



Jim Gowans, De Beers Canada President & CEO, presents a DiamondSure machine to Bhushan Vora, Chairman of the Diamond Bourse of Canada, in honour of their grand opening.



# De Beers Canada supports the Diamond Bourse of Canada

“The time is right for the Canadian diamond industry to step up to the world stage with the Diamond Bourse of Canada,” explained Vora. “The bourse will work to set the agenda for the industry with a common vision and voice, fostering the growth and development of a strong secondary industry in a unique market that both produces and consumes rough and polished diamonds.”

January 27, 2010, marked the grand opening of the Diamond Bourse of Canada and representatives of De Beers Canada were present for the momentous occasion.

The bourse is an industry led and member supported initiative, with the cooperation of the governments of Ontario and the Northwest Territories, to provide a safe, secure venue for diamond merchants to trade rough and polished diamonds

The Diamond Bourse of Canada’s first order of business will be to acquire a bonded warehouse facility to provide a safe and secure venue for diamond dealers to meet, buy and sell rough and polished diamonds. Its members benefit from increased efficiency, cost savings and greater convenience via on-site and on-line access, as well as credibility in their international dealings. Services like shipping and customs will be tailor-made

for diamond trading purposes. The bourse’s founding members represent a comprehensive cross-section of the Canadian diamond industry.

The week prior, Bhushan Vora, Chairman of the Diamond Bourse of Canada, visited De Beers Canada to meet with President & CEO, Jim Gowans (see cover) to discuss the state of the industry and take a brief tour of De Beers Canada’s Diamond Display Centre in the Toronto office.

At the meeting, Mr. Gowans presented Mr. Vora with a DiamondSure machine from the Diamond Trading Company, the rough diamond wholesaling arm of the De Beers Group. DiamondSure is a simple-to-use, rapid diamond screening instrument. All stones passed by DiamondSure are guaranteed to be natural diamonds.

## De Beers Canada CFO Keynote Speaker at Queen’s Conference on International Business



*Steve Thomas, CFO of De Beers Canada (left), poses with the student organizers after giving a talk on launching their careers with an international company*

Steve Thomas, Chief Financial Officer for De Beers Canada, was invited to be a keynote speaker at the Queen’s Conference on International Business

(QCIB) to provide his insights on what a young business person needs to consider before launching their career. The QCIB is a wholly student-run initiative, designed

to provide the leaders of tomorrow with the opportunity to learn from prominent business people in Canada.

Mr. Thomas delivered a presentation about De Beers operations in Canada and across the family of companies, the global diamond industry, his own experience working around the world with a multi-national company, and the reasons why he ultimately chose to work and live in Canada. A spirited question and answer session followed, in which the discussion gravitated to ethics and corporate social responsibility (CSR).

“I was delighted to have the opportunity to be part of the QCIB this year and engage with so many well-informed young persons who were an inspiration to be around,” said Thomas after the event. “It was heartening to see such passion about CSR in particular, a topic which is close to all of us at De Beers.”

# Education is forever ...



Literacy and numeracy are the keys to opportunity and prosperity. In remote regions of Canada, opportunity can be scarce because of the challenges associated with providing quality education and training to those living in isolated communities.

De Beers Canada, through several grassroots initiatives, is making a lasting, positive impact on the communities in which we operate. It is our goal to help lift literacy rates in the north by instilling a love of learning at an early age, and providing the facilities and expertise to impart valuable, transferable skills that will pave the way to profitable and sustainable development.

January 27 was National Family Literacy Day in Canada, and to celebrate, we would like to take the opportunity to say

congratulations to all of the community members who have participated in, or graduated from, the education and training initiatives in our regional training centres or partner programs, the school children who take part in Book in Homes, and to our employees who have worked tirelessly to make all these projects a reality across Canada.

## Literacy Programs and Sponsorships

- » Books in Homes (NWT and James Bay coastal communities)
- » Lieutenant Governor of Ontario Summer Literacy Camps for Aboriginal Youth (ON)
- » northWords Writing Contest (NWT)
- » Canadian Aboriginal Writing Challenge - Omushkegowuk Edition (ON)
- » Timmins Native Friendship Centre book donations (ON)

## Education and Training Programs, Partnerships, and Scholarships

- » Kimberlite Career and Technical Centre (Yellowknife, NWT)
- » Sandvik Underground Mining Simulator (NWT)
- » Aurora College Mineral Processing Plant Operator Trainee (MPOT) Program (NWT)



# Mom, rock breaker

# and role model



*Sharon Alanak from De Beers Canada is the focus of a new advertising campaign (inset) by the Mine Training Society of the NWT. She is a graduate of the Aurora College Underground Mine Training Program and gained on-the-job experience at the Snap Lake Mine.*

building (on Franklin Ave. in Yellowknife) when they were starting to set up the Underground Mine Training Program.”

Offered jointly by Aurora College and the MTS, the 12 week program introduces students to the skills they need to do a variety of jobs. Along the way, they do classroom work and hands on training using a high-tech simulator where they experience what it’s like to drive a scoop tram and haul truck.

Students are also offered work experience placements at the three mines.

Sharon enjoyed her work placement at Snap Lake, training on the haul truck and jumbo. When it was over, she was offered a full-time job.

Running the rock breaker is “just like a huge computer game,” she laughed.

At 4’9”, she may seem out of place, but she has been able to prove her worth.

“I may be small but I can work just as hard, work just as well,” she said.

Most importantly, Sharon loves her new life.

The two weeks off between shifts has allowed Sharon to spend more time with her son, and more importantly, she no longer has to worry about taking work home each night!

Some Snap Lake Mine workers are gracing newspaper pages around the Northwest Territories.

Sharon Alanak, Stacie McSwain and Larone Lafferty are graduates of programs offered through the Mine Training Society of the NWT (MTS). As three of six “Role Models” in an advertising campaign, their stories are being used to encourage other Northerners to get involved in MTS programs. The other role models work at Diavik and Ekati diamond mines.

Sharon Alanak is originally from Ulukhaktok (formerly Holman) and has lived in Yellowknife since 2006.

The single mom of a 17-year-old son, she worked in office administration and was looking for a career change when she literally walked into a new life – now working a two-and-two shift operating the underground rock breaker.

“I was always bringing work home. I never had a moment to myself,” she explained. “I happened to go into the trades and tech



## Acknowledging our contract partners: ESS/ALP achieve safety milestone

Not only does the ESS/ALP group provide the Victor Mine with outstanding catering and housekeeping services, they also recently celebrated an outstanding safety milestone. Congratulations on reaching 750,000 hours without a Lost Time Incident. Keep up the great work!



## Aboriginal designer uses Snap Lake diamonds in Olympic showcase

The exclusive, silver/diamond gorget titled UNIVERSAL UNITY designed by DeMontigny debuted on Monday February 15 as part of the Aboriginal Fashion Showcase in the 2010 Aboriginal Pavilion of the winter Olympics. This exquisite piece is made of Snap Lake Mine diamonds on loan by De Beers Canada and will later tour throughout Canada at upcoming fashion events such as Montreal Fashion Week.

Visit [www.angelademontigny.com](http://www.angelademontigny.com) for more information.

## About De Beers Canada [ [www.debeerscanada.com](http://www.debeerscanada.com) ]

De Beers has been active in Canada for nearly 50 years and is the only diamond company in Canada with two operating mines. The Snap Lake Mine is located in the Northwest Territories and is Canada's only fully underground diamond mine. The Victor Mine in Northern Ontario is an open pit mine and the first diamond mine in the history of Ontario. De Beers Canada is also a Joint Venture Partner in the Gahcho Kué Project in the Northwest Territories, which is now in the Feasibility Phase. Advanced exploration is currently underway at the Victor Mine, targeting 15 previously identified diamond-bearing kimberlite pipes.

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