Creating Choices
A Development, Training & Mentoring Program
by Ginger Peppard

This quarter the Nevada Chapter was asked to provide the lead article for the WIM National Quarterly Journal and I felt that this would be a great opportunity to tell other women in the mining industry about the program that Goldcorp initiated a few years ago. I’ve been employed at the Marigold Mine (operated by Goldcorp) since January 2011 and shortly after I started with the company I learned about the Creating Choices program. What, you may ask, is Creating Choices? It is a development, training and mentoring program for the women employees of Goldcorp. This program began as one woman’s desire to encourage and inspire women already in the mining industry and has developed into an enterprise-wide program that is designed to engage, support and develop the full potential of women at Goldcorp. Anna Tudela, Vice-President of Regulatory Affairs and Corporate Secretary, is the woman responsible for turning an idea into the first development, training and mentoring program for women offered by the mining industry.

The program began in 2010 as a pilot program based on Taking the Stage® developed by The Humphrey Group (www.thehumphreygroup.com/favicon.ico), a Canadian company that focuses on providing corporate communication and leadership development training and has worked with companies like Wal-Mart, Bank of America and Hewlett Packard. Feedback from the pilot program led to the development of two additional training modules that were customized for Goldcorp. The resulting program, Creating Choices, is a six part training module that provides women with a chance to learn and practice self-esteem building, setting goals, leadership and presentation skills. It also provides an opportunity for women to network with others from their site and from other Goldcorp operations. In addition, after graduating from the training component of the program, participants are eligible to be partnered with a manager or supervisor to receive additional mentoring in their area of interest. The primary goal of the mentoring aspect of the program is to help in succession planning and to support the first of Goldcorp’s six strategic pillars, Growing People.

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Creating Choices is a voluntary program that is open to women at any level or area of employment within the company. The program was first introduced to Goldcorp’s Mexico, Guatemala and Honduras locations in 2010. During 2011, the program was expanded to the United States, Canada, Chile and Argentina. I was selected to be one of the site level facilitators for the program along with two of my co-workers, Christy Broadway, Lead Assay Lab Technician, and fellow WIM Nevada Chapter member Jesse Danner, Equipment Operator/Trainer.

In July 2012, Marigold held two training sessions. Women who represented almost every department and level at Marigold participated in these two-day training sessions. Many of the WIM Nevada Chapter’s members who work for Marigold participated in the training, including Karon Cook, Julie Pugh, Elizabeth Stinson and former Nevada Chapter members Ann Barnett, Valoree Burke, Linda Elliot, Darla Heagarty, Lori Petersen, Monica Standaert, Joanne Stursa, Rebecca Trakas and Kathy Walter. The structure of the sessions provided each participant the unique opportunity to actively participate in each of the six modules. As with any new experience with people you don’t know, there was a feeling of apprehension by most participants in the beginning. However, one of the benefits of this program is networking and as participants began sharing their experiences and participating in exercises that were designed to challenge everyone’s comfort zone (while still having a little fun!) everyone’s level of comfort grew to a point where bonds and friendships were formed. Creating Choices gives you a feeling that you are not alone and allows you to connect with other women, providing you the support, self-confidence and skills to grow both personally and professionally. Many participants revealed how enlightening it was to learn that many women they had barely known before had experienced many of the same dreams and fears throughout their own careers in mining.

When the first training session took place at Marigold in 2012, there were 40 female employees (out of 320 total employees). Of that group, 75% have now completed the training program. Another training session is tentatively scheduled for late 2013 to provide the opportunity to newly hired female employees or those who were unable or not interested in participating the first time it was offered. Going forward, at a site level we are developing ideas for on-going training and networking opportunities to support what is being done at a Corporate level, such as the first ever Creating Choices Conference “Believe to Achieve” to be held in Mexico City in November 2013. In addition, an on-site library and corporate intranet site have been set up to provide participants resources and references to support the skills that were introduced during the training.

“The camaraderie among the women who attended was more than I expected. Being able to confide in one another was moving.”
Joanne Stursa, Equipment Operator and Trainer
I have been finding the need to educate the general public about the importance of minerals in our everyday lives is becoming increasingly important. There is an underlying culture in our country that is either actively or passively working to undermine the minerals industry and dramatically shift the way we live our lives. At same time, these individuals live in a society that can’t exist without the very minerals they are trying to stop the production of.

The flip side of this is that I see a greater openness to allow our organizations to present industry’s story. We are being afforded access to schools, museums and public events to present our activities and share our knowledge about how important minerals are. In my estimation, the fact that we represent Women In Mining makes it even easier to get these opportunities.

The Nevada Chapter recently did the Pet Rock activity at the Tri-County Fair here in Winnemucca. The fair traditionally did an activity similar to this where youngsters decorated potatoes for prizes (Winnemucca and the surrounding area grows a lot of potatoes!). In the past it has been hard for the County Fair to get the kids to come back and pick up their potatoes. This year they had a hard time getting any of the youngsters to even leave their Pet Rocks for judging. They all wanted to take them home immediately. The local WIM Chapter was so overwhelmed with kids that they had to recruit other organizations to help with the volume of people. You can read more about this in the Nevada Report.

As I stated earlier, the need to educate people of all ages on how important minerals are in their lives is getting more and more important. I hear stories on a regular basis on how our chapters are out in their communities telling our story and showing, through activities and our very presence, what we believe in. I am sure you will all continue to seek out new opportunities. One of the most important things is the continuing education of our own members. It is a great idea to make one of our activities a regular part of our meetings, training the members who are not yet familiar with the job matching activity, or how to make toothpaste for instance, on these basic training aids.

I was recently asked if I thought it was funny that behind my desk is the plaque naming me Outstanding WIM National Member of the Year a couple of years ago. I proudly tell them that it is not funny at all and that I am proud of my affiliation with the organization. We perform an important task in providing education on the importance of mineral production, providing scholarships for people going into our profession and helping to grow public awareness. In Nevada, as elsewhere, the mining industry is under siege. Gold prices are down, companies are being forced to lay off seasoned as well as new employees and seriously curtail expenditures. All this while Nevada state government is looking to the industry as a funding source to replace other reduced sources of income. We all need to pull together to educate the public on what we do and how important our role is.
WIM MEMBER BOBBI MEIKEL RECEIVES AWARD
The U.S. House of Representatives recognized Bobbi Meikel as one of the women to receive this year’s Woman of Distinction Award at the 2013 Award Ceremony held August 23rd at the Apple Valley Town Hall Conference Center. Bobbi was recognized for outstanding entrepreneurship, leadership and integrity. Congressman Paul Cook presented the award to Bobbi with many of her family members (coming from out of town) in attendance.

*Congratulations from WIM, Bobbi. We are all proud of you!*  

MEMBERS SHARE EXPERTISE
Members of the California Chapter of WOMEN IN MINING are involved in the development of a new small park along the San Gabriel River in Azusa. The developer contacted our Chapter to see if any of our members could help by providing wording for the signage planned for the road/trailhead access connecting the Sierra Madre Avenue to the San Gabriel River Bike Trail. Both are adjacent to the park site. The project is called “Geology Park and Trail Project.” As the name implies, it is all about rocks, geologic processes and the use of mined materials. Fortunately Dinah Shumway, Christine Jones and Rhonda Wright are able to share their professional expertise in this effort and the meetings have begun. It will be interesting to visit the area when the park is completed.

On Thursday, June 20th Dinah Shumway, Cyndy Mandell and Lois Papner attended the Monrovia Gem and Mineral Club meeting in Monrovia. All of the WIM participants were able to teach and discuss the value of minerals and what different products come from rocks!

The Midsummer Desert Festival was held on Saturday, June 29th at the Desert Discovery Center in Barstow. Gena Oliver, Julia Bonser and Jessica Huese handled an educational booth teaching a short lesson on what goes into making toothpaste. A large number of young students attended, and for many this was their first amazing experience with minerals.

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WIM MEETINGS

On Thursday, June 27th the WIM California Chapter met at the Mojave Desert Air Quality Management District Offices in Mojave. Along with the regular business meeting, members were trained on how to teach students to make silly putty. As new members join and existing members need to be reminded, the importance of being able to go into a classroom and teach a lesson to students and teachers is a vital part of what WIM is all about. Besides, it was fun to do!

On July 25th long-standing WIM Member Julie Mann Clemmer was challenged to provide something spectacular for members to enjoy prior to their normal WIM business meeting. Julie is the President of Brubaker-Mann Inc. which is a mineral mining and processing facility which deals in landscaping materials. Julie’s dad was one of the founders of the company in 1950. We have enjoyed meetings at their plant, but this time Julie wanted us to see a place she treasures and takes special visitors to when they are in the Barstow area. It is called Rainbow Canyon. After an amazing drive through canyons sparkling with different colors we arrived at a place where a group picture could be taken. After a few moments of reflection, we weaved our way back to a local restaurant where a meeting was held. It was wonderful.
Activities and Events
With the beginning of the new school year, the University of Kentucky Women In Mining Chapter is developing ideas for becoming more active in the state of Kentucky. Currently, officers within the chapter are working to develop a PowerPoint presentation about mining and mining engineering that all members can use to make presentations to schools throughout the state of Kentucky. These presentations will be conducted in conjunction with the Norwood Chapter of SME. Our goal is to educate children in the community about the importance of mining and we are currently developing a schedule that will allow us to reach as many children as possible. Also the chapter will be selling T-shirts supporting mining engineering and the fact that “if it can’t be grown, it must be mined.” The funds from these shirts will be used to purchase supplies for our presentations so that students will be able to participate in an activity demonstrating the mining process. A full report on presentations will be provided in the next quarterly report.

The start of a new football season also provides the chapter with an opportunity to volunteer at various football tailgating activities. We will be pairing with the different company sponsors from the coal industry as well as the Norwood Chapter of SME throughout the season to volunteer with setup, cleanup, and activities such as corn hole (a variation of bean bag toss). Several members volunteered at September 7, 2013 tailgate prior to the home game against Miami of Ohio.

During the first few weeks of the 2013-2014 school year, the student chapter has added 14 new members. Most of these members are freshman and our hope is to get them involved in the chapter so that it can grow and further develop in the years to come.

New Members
As previously mentioned, the start of the new school year has given the WIM Chapter at UK a chance to grow. The following are new members who have joined Women in Mining:

- Brooklynn Yonts
- Catherine Johnson
- Lauren Shields
- Thomas Jackson
- Catherine Webb
- Scott Terrill
- Chad Stephenson
- Eyan Duncan
- Katie Clark
- Turner Burns
- Laura Steeves
- Victoria Kareem
- Kari Popplewell
- Rebecca Newcomer
Activities and Events

The Women in Mining Chapter at Virginia Tech is looking forward to the activities we have planned for this year. Our chapter mainly focuses on pursuing professionalism in the mining industry, visiting mine sites to take tours and build connections with other mining engineers, and going to K-12 schools and educating students about mining.

We are trying to expand on the number of K-12 schools we visit to educate students about the mining industry. We have already mailed out letters to schools in the area so that teachers can schedule a time for us to come and do mining-related activities with their classes.

Planning group tours of different mine sites each semester is another goal our chapter is striving toward this year. We have been in correspondence with a WIM alumna from Virginia Tech who works for Luck Stone about touring their Fairfax site, and a remote control loader demonstration at the nearby Bull Run site. We are excited to have the opportunity to tour an aggregates operation this year as we have not typically scheduled aggregates field trips in the past. It is also really neat for us to see Mining and Minerals Engineering alumni from Virginia Tech out in the working world and to gain more professional connections through them.

We are also looking into taking a trip to a gem mine in North Carolina to tour and pan for various gems. Our chapter has never done a gem mine tour in the past, so it would be a fun new trip for us to take this year and possibly again in following years. Another fun event we have on our radar is a camping trip this fall in conjunction with the members of Burkhart, the student chapter of SME at Virginia Tech. The Mining and Minerals Engineering department at Virginia Tech is growing every year, so this will be a really great function to meet other students in the department and to build friendships that will be important down the road when we are all professionals in the mining industry.
The Nevada Chapter of Women In Mining did not host a meeting during the third quarter; however, we did gain a few new members. The Nevada Chapter currently has 28 members (as of the end of August), some of whom were busy with activities and fundraising events.

Our Chapter was able to participate in a community event and host an educational activity this quarter. On August 31st Nevada WIM presented the kid’s activity “Pet Rocks” at the Tri-County Fair in Winnemucca. Karen Battiest, Scotty Norman, Ginger Peppard, Arloa Woolford and some youth from the International Order of the Rainbow Girls volunteered to gather rocks, man the booth, distribute supplies and assist helping the kids design their own “Pet Rocks”.

The pet rock activity is a great way to teach kids about basic geology. We had a contest for various age groups (5 and under, 6-9, 10-12, 13-18, and 19 and older) with prizes donated by the Winnemucca Convention and Visitor’s Authority and Barrick, Goldcorp Inc. and Newmont. All together we had almost 150 kids enter the contest… and some of our members even had fun making their own pet rocks! One of our members Roberta Rothwell is on the local Fair Board and coordinates all the entries for the various categories at the Fair.
Fundraising Activities to benefit Scholarships

The Nevada Chapter has continued to offer bartending services at local events such as weddings, company parties and community events in order to benefit our scholarship fund. One event that we forgot to mention in last quarter’s newsletter was the Hycroft Fun Night. Allied Nevada is the operator of a local mine, The Hycroft Mine, and this June they hosted a night of fun and games for their employees… giving everyone except the WIM members a chance to sit back, relax and have a little fun (well we had fun, but there was no sitting back and relaxing!). Arloa Woolford, Brenda Heintz, Roberta Rothwell, Jim Webb, Mike Williams and Nick Taulbee (non-member) and two prospective members, Mark & Lenora Turney, helped man the bars all night. As always, thank you to all who helped out and a reminder that all of the tips and a portion of the proceeds from these activities benefit our scholarship fund.

On August 7th we provided bartending services for the Rockwell Automation Reception. Rockwell Automation supplies the local mining industry and this event was hosted as a unique way to introduce and showcase some of their mining related products and services to representatives of the mining industry. Roberta Rothwell, Stephen Tibbals and Arloa Woolford volunteered to help with this event. The reception attendees were excellent tippers and helped us rebuild the scholarship fund for next year’s recipients.

Some of the winning Rocks:
Lady Bug—Dakota Grady (5 and under)
Minion—Bethany Matthews (10-12)
Furbie—Hannah Lynch (13-18)
Halloween Bat—Laura House (19 and older)
CONGRATULATIONS and many “High Fives” are in order for the WIM Education Foundation which has been selected as the recipient of the 2013 Minerals Education Coalition Partnership Appreciation Award. The award will be recognized at the SME Foundation Dinner on Sunday, Feb. 23, 2014 and presented at the SME Awards Dinner on Wednesday, Feb. 26 during the SME Annual Meeting in Salt Lake City, Utah. MEC is the entity resulting from the merger of the Mineral Information Institute (Mii) and the SME GEM Committee in 2011. It is SME’s program designated to generate an enlightened and supportive public that appreciates the importance of mining and minerals.

This prestigious award exemplifies and echoes the Foundation’s mission. It states:

“The award acknowledges a non-SME individual or organization that has exemplified support for the MEC’s mission, either through the development and use of educational materials with K-12 teachers and students, or public outreach and awareness about mining and minerals.”

WIMEF partnered with the former Mineral Information Institute to create the 21-page “Mining Careers” booklet which has been used extensively in presentations and career days activities. The Minerals Education Coalition continues to feature this booklet on their website www.MineralsEducationCoalition.org. WIMEF also partnered with Mii in the production of the Teacher Helper Packet “Creating A Universe: How We Use the Elements For Life and Living.” The 12-page WIMEF booklet contains activities such as mineral identification, the rock cycle, minerals in cosmetics, and the minerals used to create spectacular fireworks displays.

MINING CAREERS
WIMEF Report (cont. from page 10)

The past quarter has been relatively quiet, but WIMEF work is continuing on several fronts including:

Search for new grants
Policy revisions
New venues for long workshops
Bylaws review for the Foundation
Updating all science standards on activities
Updating various other pages on the Website

We would like to offer our congratulations to two of our associates, the Nevada Mining Association Education Committee, and Arch Coal Foundation.

Arch Coal Foundation awarded $10,000 in grants for the 2012-2013 school year to 24 innovative teachers in Delta County, CO, for their projects. These projects were very diverse and included introducing students to opera, technology in building a trailer to carry a drift boat, learning about air-brushing and painting the school logo on the side of a public works building, hosting a writing workshop with area authors, and working in partnership with a local parks department to monitor water quality from various area waterways.

The NvMA Education Committee was honored this year as the recipient of the Prazen Living Legend of Mining Award. The award was presented on the 14th of September at the National Mining Hall of Fame Induction Banquet in Denver, CO. (Also see Denver Chapter Report on page 13.)

NvMA started their teacher workshops in 1984 rotating the location each year in Northern Nevada. In 1990 a spring workshop was added in Southern Nevada. These workshops are normally led by employees of various mining companies, suppliers and vendors, and now extends to three days which include field trips, bags of educational goodies and good food. Participants receive state teacher credits that can be applied towards recertification of teaching credentials. I basically “cut my teeth” in learning minerals education through my involvement with this committee and some wonderful instructors who gladly shared their information with me. Many of them continue to participate today.

These two organizations are wonderful examples of how our members, educators and companies can encourage innovative teachers and help to spark interest and awareness of the minerals industry in our young people.
On July 27, members of the Denver Chapter toured the Golden office of the Wyoming Analytical Laboratory (WAL) facility. This hidden jewel is one of three branches of this company which specializes in chemical analysis – originally of coal samples, but now expanding into coal combustible materials and other waste products (including automotive fluff – the combustibles that remain once a car is crushed!). Coal is sampled to make sure that the coal going into a powerplant is of the quality required to most efficiently run the powerplant, but more specifically that it meets the contract requirement for things like ash and sulfur content.

The owner of this business is Jane Thomas, a chemist by trade who still remains REALLY EXCITED about chemistry – what you can do with it and how you can analyze material to find specific things. We had an extensive lesson on the periodic chart and what shows up (or not) under certain types of testing. In all the years of my schooling and in subsequent years, I don’t think I’ve run across anyone who lights up about their chosen field of study the way Ms. Thomas does about chemistry.

Ms. Thomas left Illinois to work on her Master’s degree at the University of Wyoming, she then followed that by taking a job as chemist in the coal lab at UoW. When that lab closed, Jane opened her original WAL in Laramie about 35 years ago – specializing in coal samples from the Powder River Basin. About 30 years ago, she merged her company with a small Golden laboratory owned by LeRoy Jacobs. Together, Jane and LeRoy created a business that is probably the top chemistry lab for coal, coal byproducts and now other waste products. It identifies metals and other hard-to-identify elements like the lithium and boron found in some coal samples. They developed precise methods for drying coal and methods for analyzing elements that were new and innovative over the life of their partnership.

The tour of their laboratory revealed it as small, but crammed with specialized equipment and LOTS of periodic tables on the walls (the “kitchen periodic table” has the elements labeled and depicted as vegetables). Our thanks to Ms. Thomas and to Chuck Wilson, who runs the Golden location, for taking time on a Saturday to show off their facility and to talk serious science as it relates to the coal mining industry. This was a fabulous tour – a gem right under our noses.
On September 18 we held a kick off planning session for the WIM National Annual Meeting which we will host in May 2014. During the working dinner meeting, we talked about the criteria for hosting an Annual Meeting for the National WIM organization. Committees for specific functions were formed and appointments began. All and new ideas are welcome for tours, location, schedules and logistics.

Many members attended the National Mining Hall of Fame induction banquet held at the historic Brown Palace Hotel in Denver on September 14. WIM member Jackie Dorr (also a member of the Museum Board of Directors) presented the Prazen Award to the Nevada Mining Association Education Foundation. (Also see the Education Foundation Report on page 11.)
WIM has two active members, Crystal Howard and Lisa Mahr, who work in the San Diego area for EnviroMINE Inc. The company is a unique consulting service specializing in resource evaluations, mine permitting, reclamation planning and environmental reporting. While Crystal and Lisa are fairly new members, they have amazed all of us at how dedicated they have become in attending WIM meetings. They drive several hours to get to the meetings which are very often in the Victorville area. So this was a test to see how many members would, in turn, make it to San Diego.

On August 16th we all met in Old Town San Diego at a gem and mineral store. The owners of the store provided a special class on various minerals and how they are prepared for display in their store. Especially interesting was when our teacher cut open a geode and impressed us all with how beautiful it was. He also talked about how they process tourmaline which is mined in the San Diego area... beautiful. Pink and Green! We also got to do some panning for gems and minerals and most of us took home some pretty gems. A meeting followed and some spent the night close to the gorgeous Pacific Ocean.

With school starting we already have many requests from educators for our California WIM members to join their classrooms and share the importance of minerals and the need for mining. The months ahead look very busy. But… we love it!
Creating Choices (cont. from page 2)

While the core training aspect of this program is designed to support female employees at Goldcorp, one of the primary goals is to help with succession planning through the mentoring aspect of the program. Studies have shown that mentor-mentee relationships can benefit the mentor as much, if not more, than the mentee by building self-confidence and job satisfaction, increasing communication within the workplace and developing plans for succession planning. This aspect of the program not only provides an avenue to support the women at Goldcorp, but also the men in the company by providing the opportunity to grow by serving as mentors.

At the end of 2012, 494 women had graduated from the program (63 as facilitators and 431 as graduates) throughout the company. In early 2013, surveys were distributed to the facilitators, graduates and supervisors to determine the effect the program was having. The results showed a few key findings:

- The program is having a positive impact on the personal and professional lives of graduates.
- Graduates are setting, pursuing and achieving their goals.
- The first three modules have had a much bigger impact in the U.S. and Canada than first expected:
  1. focusing on building self-esteem.
  2. believing that you can reach beyond the status quo to achieve your dreams.
  3. choosing to step up when opportunities are presented or to search them out if they are not.
- A company culture of support is being built around the program.
- A lot of people were excited about the program and have some great ideas to keep it going!

At Marigold, we have worked to provide opportunities for our graduates to continue to grow and practice their skills. Specifically, in the past year we have partnered with our Human Resources department to have graduates help out at a local mining trade show (the Elko Mine Expo), allowing them to increase their self-esteem by sharing with others what they do and to network. We have also partnered with the HR department to allow a group of Creating Choices graduates to become teachers for another of Goldcorp’s training programs, Dare to Grow, which all new employees participate in. This has also provided the opportunity for the facilitators (Jesse, Christy and myself) to grow by working with the teachers to mentor them on public speaking and facilitation.

As Chuck Jeannes, Goldcorp President & CEO, said, “Goldcorp is committed to diversity and inclusion. Creating Choices ensures we are creating opportunities for women to achieve their goals.” Creating Choices compliments Goldcorp's existing leadership development programs and reinforces the strategic business plan by supporting inclusion and sustainable prosperity in the communities in which we operate. This program has already been shown to have a positive impact on our shareholders, our people and our communities. If you are interested in learning more about the Creating Choices program, please feel free to contact Anna Tudela at anna.tudela@goldcorp.com. If you are interested in learning more about joining the Marigold team, please can contact Marigold’s Human Resources department at (775) 635-2317.
The next National Quarterly will be published January 2014

Chapter Reports are due December 15, 2013

Lead Story Assignments:

January 2014 Issue — University of Kentucky
April 2014 Issue – Education Foundation