



Industry Spotlight's Trades DVD and Interactive Website

Teacher Guide

Created by: Kristin Campbell, B. Education
Edited by: Erin Stevenson, B. Professional Arts
Copyright JAB Media 2010-2011
December, 2010

INDUSTRY
SPOTLIGHT 

Index

Page

Overview

Summary	5
How the Guide Works	7
Part I- Industry Spotlight Introduction	9
Basic Career Research	11

By Case Study

Part II- General Knowledge	13
Suncor	15
Ledcor	16
Flint	17
ATCO	18
JV Driver	19
Women Building Futures	20
Part III- Website Activities	21
Suncor	23
Ledcor	24
Flint	25
ATCO	26
JV Driver	27
Women Building Futures	28
Part IV- Projects	29
Suncor	31
Ledcor	32
Flint	33
ATCO	34
JV Driver	35
Women Building Futures	36

By Industry

Part V- Career Investigations	37
Case Study Review	39
Career Path	39
Career Path Stages	39
Mock Interview	39

Evaluation

Assessments	41-44
-------------	-------



Teacher Guide Summary

Industry Spotlight is a contemporary series of interactive careers DVD's backed up by an informative website covering a wide range of industries. The navigation of the DVD is very simple and easy to use.

The DVD provides a short introduction which gives a brief rundown of the industry and also points out the benefits of the Industry Spotlight series. In addition, there are six case studies on the DVD showing candidates from various levels of academic achievement, demonstrating the diverse opportunities within the industry. Each case study highlights the opportunities available and the lifestyle afforded to workers in each of the featured industries.

There is also a "Find Out More" section which gives further information about the industry; an animated timeline of possible career paths; links to university, college and technology institute websites and profiles of companies involved in the relevant industry.

The website is located at www.industryspotlight.ca and can be used in the classroom or at home with parents.

About Industry Spotlight Canada

Industry Spotlight is a unique and contemporary teaching tool designed to encourage students to consider careers in industries that directly affect the Alberta economy. The Industry Spotlight DVD series is a new resource to Alberta having been first introduced in Calgary in November, 2008 and in Edmonton in April, 2009.

We are always looking to improve upon our guide. Your input for suggestions and evaluation is encouraged. To participate, please contact Andrew Ramsay at Andrew@industryspotlight.ca for more information.

This document cannot be reproduced without express permission of Industry Spotlight Canada.



How the Guide Works

It may be stating the obvious, but the guide is written in such a way that you the teacher is able to determine what activities suit the classrooms and your students best.

The guide is divided into 5 parts.

Part I- Industry Spotlight Introduction

This section provides a broad overview of the series. This section provides teachers and students with excellent information on the Trades and is a great way to introduce students to the industry.

Part II- General Knowledge

This section allows students to do some basic research on the careers highlighted by watching the interactive DVD and answering some basic questions on what they've just watched. Each company has a worksheet with questions.

Part III- Website Activities

This section is also broken down by the three companies on the DVD. Students visit the company website and do further investigation into the company and the types of careers each company offers.

Part IV- Projects

This section is more interactive for students to take their understanding of the industry to a much deeper level of understanding. Projects can be done on an individual or a group basis.

Part V- Career Investigations

This section, like part I, looks at the industry as a whole and directs students to approach career decision making more seriously. This section is an excellent way to provide students with real case scenarios as if students were or about to enter the workforce.

Note: If you have an idea for a project or activity that would work in the classroom, we'd like to hear from you! Please email Andrew at Andrew@industryspotlight.ca for more details.

How the Guide Works Continued

All content in this teacher guide is based on the Trades, Manufacturing and Transportation (TMT) strand in the CTS curriculum. However, this guide has applications in 10 subject areas:

- CTS (5)
- Sciences (e.g. Environmental Science)
- Social Studies, English
- Math

You the professional teacher, can use this guide in your classroom to meet several learner outcomes as you see fit.

Your feedback

Your input is invaluable and if you yourself find ways to meet learner outcomes with the DVD and or the interactive website, we'd like to hear from you.

Please email Andrew at Andrew@industryspotlight.ca with your ideas!



PART I

Industry Spotlight

Introduction to

the Trades



The introduction to the Industry Spotlight website familiarizes students with the website and is a great way to have students start basic research when exploring career choices. The following exercises are quick and simple and will allow students to start thinking about information that is available to them on the Internet and company website when it comes to doing a thorough search on careers and salary information.

1. Visit the Industry Spotlight website at www.industryspotlight.ca. The website is meant to be a portal site for students and teachers.

Answer the following:

- a. What are the headings on the Industry Spotlight website and briefly describe the Trades section and what information is found under the this tab.
- b. What types of information can be found on the site. List the categories and offer a brief description on the type of information on the website.
- c. There are 3 platinum sponsors on the Trades DVD and on the website. Name them.

2. Visit the Industry Spotlight UK website at www.industryspotlight.org.uk. Do a compare and contrast of the two sites.

Answer the following:

- a. What industries can be found on the UK website that are not on the Canadian site. Reading up on the history of the company, why do you think that is?
- b. Is any of the career information on the UK version of the site relevant to a career search for you in Canada. Why or why not and state your reasons.

3. Under the Trades tab, there are industry facts listed.. Are these facts still true today? Can you update three of these facts?

4. Visit the 'Careers' section on the website . Choose three jobs you'd never heard of before and further research what the job entails. Would you consider any of these jobs as a career- why or why not?



PART II

General Knowledge

the Trades





Instructions: Watch the first case study featuring Greg and Cal from Suncor. Once you've watched the case study, answer the following questions:

1. Suncor is the premier integrated energy company, what does this mean? _____

2. What types of operations is Suncor involved in? _____

3. Where is Greg originally from? What is his position with the company? _____

4. What Greg inspired to enter the trade? _____

5. How did Greg enter his trade? When did he start with Suncor? _____

6. What is Greg's main responsibility at the site? _____

7. What are some of the personal benefits that come with working for Suncor? List some of the opportunities that Greg has earned because of his employer? _____

8. What is Mike Heck's position with Suncor? _____
9. How does Suncor support its employees advancement in the company? _____

10. Cal Hurley is a dual ticketed journeyman in which trades? _____
11. How long has he worked for Suncor and how did he start with the company? _____

12. Which department does Cal work with? What are some of his responsibilities? _____



Instructions: Watch the first case study featuring Chris and Wade from Ledcor. Once you've watched the case study, answer the following questions:

1. How many employees does Ledcor have working at the Firebag 3 site? _____
2. What type of trades are working at the site? List three.
 1. _____
 2. _____
 3. _____
3. What is one of the most important aspects of working at a site such as Firebag? _____

4. What do Scaffolders allow other trades do? _____
5. Name some physical and mental characteristics scaffolders should possess. _____

6. Briefly describe Wade's career path with Ledcor _____

7. What are Wade's current responsibilities with Ledcor? _____

8. What is the best way to find out what trade is for you? _____

9. What is Chris Thompson's position with Ledcor? How did he get his start with the company? _____

10. Why did Chris Thompson decide to get his ticket in his trade? What is his reasoning for this? _____

11. At Firebag all workers are flown in to site. Describe what camp life is like now and compare it to 20 years ago. How have the companies tried to make camp life more comfortable? _____



Instructions: Watch the case study featuring Chelsea and Aaron from Flint. Once you've watched the case study, answer the following questions:

1. How many years has Flint been around? _____
2. Flint has a youthful workforce with many of the Managers and Supervisors. What is the age range?

3. What is Chelsea's job at the Firebag site? Where did she complete her apprenticeship training? _____

4. Where does Chelsea hope that her trade will take her? _____

5. How does Chelsea maintain a healthy balance between work and camp life? _____

6. What is Neil Wotten's position with Flint? _____
7. There are 4 things that Flint does to show that they believe in their employees. List them.
 1. _____
 2. _____
 3. _____
 4. _____
8. Flint looks for particular attributes amongst potential employees. What are they? _____

9. What position does Aaron hold with Flint? _____
10. What toy does he compare the ironwork trade to and why? _____

11. There are 2 main things should someone who is interested in the Ironworker trade be prepared for. What are they? 1. _____ 2. _____
12. Why is worklife balance essential for Aaron? _____

13. What is Flint's vision? _____



Instructions: Watch the first case study featuring Ronald, Chance and Kristie from ATCO Group. Once you've watched the case study, answer the following questions:

1. How many people does ATCO employ around the world? _____

2. How many Alberta communities does ATCO operate in? Name the various sectors ATCO is involved in. _____

3. What type of people is ATCO looking for? _____

4. How does ATCO help its employees? _____

5. Nancy Southern is the President & CEO of ATCO. What does she attribute the ATCO Group of Companies success to? _____

6. Chance is a Supervisor, District Operations for ATCO. What journeyman ticket does he have? Describe some of the tasks that he may do on any given day. _____

7. What types of opportunities has Chance been offered while working with ATCO? _____

8. What activities does Chance enjoy most? How does working for ATCO help him achieve these goals? _____

9. Which division of ATCO does Ronald work at? _____

10. ATCO believes in family and building a strong community. How does the company support their employees? _____



Instructions: Watch the first case study featuring Corey and Steve from JV Driver. Once you've watched the case study, answer the following questions:

1. Where is JV Driver's Head Office located? _____
2. How many people do they employ? _____
3. What is Corey's trade? What is his current position with JV Driver? _____

4. What year did Corey start his career? Where? _____

5. What makes the facility in Nisku unique? _____

6. What type of welding does JV Driver offer specialization in? _____

7. Who is Bill Elkington? What are his responsibilities? _____

8. What are the four core values of JV Driver?
 1. _____
 2. _____
 3. _____
 4. _____
9. Why does JV Driver emphasize safety at their company? _____

10. How did Steve start his career? _____
11. Where does Steve work and where does he live? _____
12. What opportunities does being a Steamfitter-Pipefitter afford? _____

13. What are some of the fun activities that JV Driver offers to their employees? _____

14. What is the current position of the very first summer student? _____



Instructions: Watch the first case study featuring Lisa and Teagan from Women Building Futures. Once you've watched the case study, answer the following questions:

1. Where is the Women Building Futures Head Office? _____
2. What is the purpose of Women Building Futures as an organization? _____

3. Which company built the Women Building Futures training facility? _____
4. Lisa is apprenticing in which trade? _____
5. Which company is she doing her apprenticeship with? _____
6. Why did Lisa choose to go into a trade? _____

7. What does Lisa most like about her trade? _____

8. How has becoming a tradesperson helped Lisa in her personal life? _____

9. Who is JudyLynn Archer? _____
10. What type of women is Women Building Futures looking for? _____

11. What is Teagan's chosen trade? _____
12. Which company is she currently doing her apprenticeship with? _____
13. Why did Teagan choose the trades as her profession? _____

14. Why did Teagan work out with a personal trainer? _____

15. What does Teagan like most about her job? _____

16. What is the benefit to having a career as a women in the trades? _____



PART III

Website Activities

the Trades





Instructions: Visit the Industry Spotlight website at www.industryspotlight.ca. From the Careers tab, go to companies and visit Suncor profile. From here, you can click on the link and visit their website.

~~~~~  
1. Click on the link PRODUCTS AND SERVICES, read the first paragraph. There are 12 specific outputs that Suncor produces. List them.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_

2. Click on the link PRODUCTS AND SERVICES, continue to PETRO CANADA, what is Petro Canada now considered? How many retail and wholesale outlets are there across Canada? \_\_\_\_\_

3. Click on HISTORY, there are a series of videos. Watch the first video, IN THE BEGINNING. Who is Karl Clark? Why is he so important to the Oil Sands? \_\_\_\_\_

4. Click on the link LEADERSHIP. Read the biography of RICK GEORGE. The go to the link HISTORY and watch the Video "Dedicated to the People of SUNCOR ENERGY oilsands". What characteristics and work habits does Rick George value? Compare Rick's characteristics to your own values and work habits.

5. Click on the link RESPONSIBLE DEVELOPMENT, click on the link AWARDS. There are 6 awards given for safety. List them. Make an inference of why safety is so important to SUNCOR ENERGY.

- |          |          |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |

Why is safety important?  
\_\_\_\_\_  
\_\_\_\_\_



**Instructions: Visit the Industry Spotlight website at [www.industryspotlight.ca](http://www.industryspotlight.ca). From the Careers tab, go to companies and visit the Ledcor profile. From here, you can click on the link and visit their website.**

~~~~~

1. Click on the link ABOUT, go to FACT SHEET. Explain the origin of the Ledcor logo. _____

2. Click on the link ABOUT, go to CULTURE. What does success mean to Ledcor? _____

3. Click on the INDUSTRIAL DIVISION. Go to the Featured Project- Oilsand Suncor. What are the three separate major project groups?

1. _____
2. _____
3. _____

4. Click on the INDUSTRIAL DIVISION. What are the other three main Featured Projects?

1. _____
2. _____
3. _____



Instructions: Visit the Industry Spotlight website at www.industryspotlight.ca. From the Careers tab, go to companies and visit the Flint profile. From here, you can click on the link and visit their website.

~~~~~

1. There are 8 people that sit on the BOARD OF DIRECTORS. List them.

- |          |          |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |
| 5. _____ | 6. _____ |
| 7. _____ | 8. _____ |

2. Click on the SERVICE link, then the LOCATIONS. Write down the address of the Canadian Corporate Office.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Click on the link CAREERS, scroll down to the Benefits portion of the page. Make a list of all the benefits that are available to Flint employees.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Click on the link INVESTOR RELATIONS. Who is the President of Flint Energy? Read the President's Bio. When did he join the company? \_\_\_\_\_

\_\_\_\_\_



**Instructions: Visit the Industry Spotlight website at [www.industryspotlight.ca](http://www.industryspotlight.ca). From the Careers tab, go to companies and visit the ATCO profile. From here, you can click on the link and visit their website.**

---

1. Click ABOUT US and then go to the CORPORATE PROFILE. Read the entire page. Create a table that outlines ATCO's 3 main Business Segments and the roles and responsibilities that each of those segments contains.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

2. Click ABOUT US and go to DIRECTORS. How many directors are there in total? Pick one director and list their name, their title and then read their bio. List their previous experiences and schools they have gone to.

Number of Directors: \_\_\_\_\_

Director: \_\_\_\_\_

3. Click INVESTOR RELATIONS, go to CORPORATE GOVERNANCE, then go to CODE OF ETHICS. How does ATCO define excellence? There are three main questions that are listed to help through difficult situations. List them.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. Click IN YOUR COMMUNITY, go to YOUTH AND EDUCATION. What College does ATCO actively support with their program the 'Ben Calf Robe Culture Camp'? What does this camp provide? \_\_\_\_\_

5. Click OUR COMPANIES, read the profile of the ATCO BLUE FLAME KITCHEN. This company offers a website that provides advice about food and cooking. List 5 questions you could ask about a Home Economist?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_



**Instructions:** Visit the Industry Spotlight website at [www.industryspotlight.ca](http://www.industryspotlight.ca). From the Careers tab, go to companies and visit the JV Driver profile. From here, you can click on the link and visit their website.

1. How long has JV Driver been around? \_\_\_\_\_
  
3. Who are the two celebrities that endorse JV driver?
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  
4. There are 4 sectors in which JV Driver has ongoing projects. List them.
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
  
5. Who are the 5 preferred suppliers for JV Driver?
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
  5. \_\_\_\_\_
  
6. There are 6 partner companies for JV Driver. List them and their areas of focus.
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
  5. \_\_\_\_\_
  6. \_\_\_\_\_
  
7. There are 4 main areas of focus for Services. List them and give examples of each service.
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_



**Instructions:** Visit the Industry Spotlight website at [www.industryspotlight.ca](http://www.industryspotlight.ca). From the Careers tab, go to companies and visit the WBF profile. From here, you can click on the link and visit their website.

~~~~~  
1. What is the vision statement for Women Building Futures? _____

2. What is Fixit Chicks? How does this benefit Women Building Futures? _____

3. Why was Women Building Futures created? _____

4. How can you get involved with Women Building Futures? _____

5. There are 4 steps to becoming a WBF student. List them.

1. _____

2. _____

3. _____

4. _____



PART IV

Projects

the Trades



Instructions: These projects incorporate a variety of media. Students are encouraged to visit the Industry Spotlight website to explore the information on the company on the site and to visit the company website.

1. Click ABOUT US and go to BIOFUELS. Read the passage on the *Saint Clair Ethanol Plant* in Sarnia, Ontario. Write a letter to your local MLA that states your opinion on having an Ethanol Production Facility built in Alberta. Make sure to include facts from the Suncor Energy website (ie. the report on Sustainable Development) as well as other works that you have cited.
2. Click HISTORY. There are a series of videos. Choose a Video series. Make up a series of questions on the videos that can be answered by another classmate.
3. Your school would like to create a new green space on the roof of its school in order to counteract rising heating and cooling costs. Go to www.suncor.com, click COMMUNITY INVESTMENT, then APPLY FOR FUNDING, then SPONSORSHIPS. After reading the criteria for FUNDING, create a presentation to you principal on why Suncor should be approached for funding.



Instructions: These projects incorporate a variety of media. Students are encouraged to visit the Industry Spotlight website to explore the information on the company on the site and to visit the company website.

1 . “It is our intention to develop and nurture every possible opportunity for local and Aboriginal workers, suppliers and trade contractors. Where a choice exists between local/Aboriginal and non-local workers, suppliers and trade contractors, providing there is no compromise to costs and quality, the local/Aboriginal workers, suppliers and trade contractors will be given preferential treatment.” Why do you think Ledcor has this policy? Create a list of pros and cons of having this policy in place. Make a decision as if you were a tradesperson or business owner. Do you agree with this policy?

Pros:

Cons:

Do you agree with this policy and why? _____

2. Go to www.ledcor.com, scroll down to the middle of the page. The Ledcor Group of Companies was recently recognized as one of Canada’s Top 100 Employers. How were they picked as one of the top companies? Design an advertisement that would entice a tradesworker to work for them based on this award.



Instructions: These projects incorporate a variety of media. Students are encouraged to visit the Industry Spotlight website to explore the information on the company on the site and to visit the company website.

1. You have been asked by Flint Energy services to create a poster that embodies the vision and values that their employees and company possess. As part of your research, go to www.flintenergy.com, click ABOUT US and go to VISION and VALUES.
2. Create a Hypermedia project based on the history of Flint. Use the facts found on the www.flintenergy.com website.
3. Flint Energy Services has developed policies that address 'Workplace Respect'. Go to www.flintenergy.com, and click on the link EMPLOYEE PORTAL (at the bottom of the page), and then go to POLICIES. Download the document on 'Workplace Respect'. Compare this policy to your school policy on bullying. Create a venn diagram or poster that outlines the differences and the similarities that both policies may have.



Instructions: These projects incorporate a variety of media. Students are encouraged to visit the Industry Spotlight website to explore the information on the company on the site and to visit the company website.

1. Create a PowerPoint project based on the history of ATCO. You can find the information at www.atco.com, click ABOUT US and go to HISTORY. Pick a decade (if you pick 1940's, you must pick an additional decade) and design a PowerPoint that lists the yearly achievements of the ATCO company. Supplement your PowerPoint project with photos and videos.
2. Go to www.atcocareers.com, click OUR PEOPLE and then WHAT WE LOOK FOR. Based on what is written, create a cover letter that outlines why you think you would be a good employee for the company. Make sure to include your core values and how they match with ATCO's core values.
3. ATCO operates numerous companies in Alberta and around the world. Go to www.atco.com, click COMPANIES. There is a list of numerous companies on this page. Create a Poster or hypermedia project that organizes all of the companies that ATCO operates. Make sure to include responsibilities that the company has, careers that it offers and location that it operates out of.
4. Create a resume and use the cover letter that you have created (#2) that states why you would be a good fit for the ATCO Group. Go to www.atcocareers.com and click YOUR FUTURE and go to HIRING PROCESS. Create a profile and continue the process including STEP 4- the online questions. Please note: do not submit your application but describe the process and some of the questions that you had to answer and why you think ATCO includes them in the application process.



Instructions: These projects incorporate a variety of media. Students are encouraged to visit the Industry Spotlight website to explore the information on the company on the site and to visit the company website.

1. On the JV Driver website homepage, the core values of the company are stated. Create a logo that embodies all of these core values.
2. Visit the JV Driver website. Go to the training tab on the left hand side. Read what the company has to offer. Create a cover letter that explains the core values that you possess and how they embody what JV Driver values also. Make sure to tie in their desire for Safety and their passion for their employees.



Instructions: These projects incorporate a variety of media. Students are encouraged to visit the Industry Spotlight website to explore the information on the company on the site and to visit the company website.

1. Create a Powerpoint Project that will convince women who are interested in a careers in the trades to try the Women Building Futures –Journeywoman START program. Make sure to use the information that is provided on the website.
2. Create a radio advertisement that will convince women who are interested in a career in the trades. Make sure to listen to the radio advertisements that have already been created. On the website, you will find them under the heading MEDIA, then go to ADVERTISING.



PART V

Career Investigations

the Trades



1. Visit www.industryspotlight.ca. Go to the 'Careers' tab. Find the heading "Industries". Choose the Trades Industry. Choose one of the jobs that is listed (left hand side). Using any type of media that you like, and using the links that are provided through Industry Spotlight website and research the following:

For this career choice, answer the following questions:

1. What classes do you need to take in high school?
2. What courses do you need to complete in Post Secondary?
3. What is the average salary?
4. What are the opportunities for advancement?
5. Which companies are willing to hire you
6. Roles and responsibility of your choice

2. Visit www.industryspotlight.ca. Choose one of the careers and map out the next 10 years of your life starting now. What are your goals for the future in regards to this career? What possible problems might you encounter? What types of training will you need? Which post-secondary will you have to attend if any?

Once you have completed this portion of the research, Create a PowerPoint project that outlines each step that you will take in order to achieve this goal.

3. Watch the Trades DVD, and go to 'find out more'. Choose a stage in a Career Path. These career paths can also be found on the website. Using the website www.industryspotlight.ca, research the responsibilities of this stage. Create a poster that explains what the job is, its roles and responsibilities. Make sure to list the prior steps that one needed to go through in order to get to this stage. Make sure to list the opportunities for the future that this stage can bring.

4. Choose a partner. Choose one of the companies that was featured on the Spotlight Industry's Trades DVD. Using the links provided at www.industryspotlight.ca, you are asked to create a mock interview. One of you will be the interviewer for the company; the other will be the potential employee.

- Interviewer- create a series of 8 questions that reflect the values that your company is looking for. Ask in depth questions about the potential employers work habits, previous schooling and experience. Make sure to ask what the employee knows about the industry and how they acquired this knowledge.
- Employee- be prepared. Also have a set of questions for your employer asking about on-site training, Health and Safety issues and benefits. Make sure that your potential employer knows that you are focused and want to choose the right company for the right reasons.

You will be asked to film this project or perform it in front of the class. Make sure to dress appropriately as this is a job interview. At the end you will both decide whether or not to offer the job to the candidate. The candidate then must decide whether or not they want to take the job.



Assessments

the Trades

