



Mining for trust
Respecting the land and cultures



A fresh force
Demand for workers is higher than ever

MEDIA PLANET

May 2011

MINING

SCREEN

Silica, indium, tin

SPEAKER

Iron oxide, strontium copper, ceramic clays

BUTTONS

Petroleum products and plastics

CAPACITORS

Tantalum manganese

BATTERY

Lithium, cobalt, silicon

CIRCUIT BOARDS

Silicon, copper, gold, silver, platinum, clays

CASE

Stainless steel, iron, chromium, carbon

COULD YOU LIVE WITHOUT IT?



Find out how mining impacts your life in ways you never imagined.

MAIN IMAGE: INFO COURTESY OF MABC. DESIGN BY PENELOPE GRAHAM, IMAGES FROM ISTOCK.COM

BAJA MINING

- ▶ Completed over US\$ 1 Billion financing.
- ▶ Boleo Project fully funded for construction.
- ▶ Copper production targeted for early 2013.

www.bajamining.com



BAJ:TSX | BAJFF:OTCQX

CHALLENGES



FACT

1

PRODUCTS FROM MINING ARE USED DAILY

ROCKY ROADS
Products from mining make up more than 80 percent of the components of a bicycle, and more than 76 percent of a car.

The products of mining go **beyond** energy and precious metals. From your smartphone to your method of transportation, elements from underground **surround you.**

Uncovering the commodities for daily life

Essential commodities discovered by mineral explorers and produced from mining not only provide the bare necessities for modern living, but also much of the critical things that we rely on daily—such as food production, transportation systems, computers, medical equipment, electrical and communication networks, and housing—to name a few.

It's difficult to imagine a world without them. And did you know that British Columbia is Canada's largest producer of copper, its only producer of molybdenum and the largest exporter of steel-making coal? Over 20 mines in BC produce these and other commodities, including gold, silver, lead and zinc, as well as over 30 industrial mineral sites producing gypsum, magnesite, limestone and dimension stone for both local and international markets. Numerous quarries supply either sand and gravel or crushed aggregate. This bounty and diversity of commodities is a reflection of the province's complex and rich geology.

A wealth of career opportunity

Today, the mineral exploration and mining sector in BC employs over 85,000 people and represents \$7 billion in an-

nual economic activity. Mineral exploration spending was \$322 million in 2010, showing a strong rebound from the recent worldwide financial collapse and reflecting the attractiveness for minerals investment in British Columbia. Additionally, an estimated \$1.3 billion was spent last year on new mine development and expansion projects. On top of that, there are over 20 mine projects under government review, or almost half of all such projects in Canada, representing a huge multi-generational economic opportunity to the families living in BC. Mine projects that could move into production in the next few years include Imperial Metals' Red Chris project, Thompson Creek's Mt. Milligan, Taseko Mines' Prosperity, New Gold's New Afton and Copper Mountain's mine, among others. These projects will be developed and operated by highly skilled and productive people who live and work in BC communities and want to ensure that their project adheres to our leading safety and environmental standards while creating jobs that pay an average of more than \$112,000 per year.

Calling BC home

British Columbia has a proud mining history that has created an industry cluster of world-class stature. Major players such as Teck and Goldcorp call

CHALLENGES

“British Columbia has a proud mining history that has created an industry cluster of world-class stature.”



Gavin C. Dirom
President and CEO,
Association for Mineral Exploration British Columbia (AME BC)

Vancouver home and mining remains the mainstay for much of the investment, accounting and legal community in the province. More than 800 publicly-listed exploration and mining companies, greater than half of all the ones in Canada, are based in British Columbia. These companies have been raising billions of dollars in equity capital on the TSX and TSX Venture Exchanges in recent years.

A technology hub

BC is also internationally recognized as a centre of technical excellence in mineral exploration and development, especially in core areas such as geoscience, metallurgy, engineering and mine safety. Sophisticated equipment and leading-edge technology, such as remote control and automation, have vastly improved the efficiency and safety of mining operations in BC, resulting in a safety record that meets or beats that of most other industries in the world.

BC's mineral explorers are proud to be discovering the commodities necessary for modern living. With an exciting “gold” rush underway, this is a great time to explore for more in British Columbia and to be part of the world's centre for mineral exploration and development.

Digging up ample employment opportunity

Canada's mining industry is highly competitive on the world stage and is now a major player in the nation's economy, contributing nearly five percent of the country's Gross Domestic Product and employing over 200,000 people. With new mineral deposits being discovered regularly, the economic potential of the Canadian mining industry is enormous.

This potential however, is threatened by looming labour and skills shortages and other human resource challenges facing the sector. Latest research conducted by the Mining Industry Human Resource Council (MIHR) reveals the Canadian mining industry will have to hire 100,000 new workers by the year 2020, largely due to the aging workforce and retirement rates. This skills shortage means that there are tremendous career opportunities within all aspects of the mining cycle: exploration, develop-



Ryan Montpellier
Executive Director
Mining Industry Human Resources Council (MIHR)

ment, operations, processing and site reclamation. Long-term talent attraction, recruitment and retention are top priorities for the industry. In fact, the “2010

Ernst & Young Business Risks Facing Mining and Metals” report identifies skills shortages as the second largest issue facing the sector globally.

Widespread employment opportunity

With over 120 different types of occupations supporting the industry, careers in mining are plentiful and diverse. In addition to traditionally thought-of positions in mining such as surveyors, engineers, underground or surface miners and geologists, there are a myriad of other dynamic career opportunities in health and safety, skilled trades, finance, sales, marketing, environmental sciences and community relations. There are also hundreds of post-secondary education programs at community colleges, technical institutes and universities across Canada that will help prepare people for these careers.

Whether you'd like to develop a new minerals extraction process in a research lab, load the daily blast in an un-

derground mine, operate multi-million dollar equipment, secure mine financing with a group of investors or restore a previous mine site to its natural environment, a career in the mining industry promises to be both exciting and lucrative.

Raking in the bucks

One of the highest paying industrial sectors in Canada, the mining industry offers very competitive salaries. According to Statistics Canada, the average earnings in the mining industry is 30 percent, 29 percent, 24 percent, and 22 percent higher than the salaries of workers in the construction, manufacturing, forestry, and finance/insurance sectors, respectively.

Mining presents excellent opportunities for career advancement and international travel, as well as challenging and rewarding experiences that are both hands-on and practical.

For more information on careers in mining, visit www.acareerinmining.ca.



WE RECOMMEND



Responsibility for sustainability
Protective environmental measures are top-of-mind for the mining industry.

PAGE 7

“As the mining sector embarks on a period of growth not seen in a generation, it is important to find new and better ways to extract the minerals that are critical to a clean and green economy.”

Bring in the recruits p. 3
The demand is higher than ever for the mining workforce.

The significance of silver p. 6
A multi-faceted mineral on which our dependence is skyrocketing.

MEDIA PLANET

MINING
2ND EDITION, MAY 2011

Responsible for this issue:
Publisher: Mark N. Rybchuk
mark.rybchuk@mediaplanet.com
Designer: Penelope Graham
penelope.graham@mediaplanet.com
Contributors: Gavin Dirrom, Ken Donohue, Pierre Gratton, Ryan Montpellier, Andrew Seale

Managing Director: Justin Guttman
justin.guttman@mediaplanet.com
Editorial Manager: Jackie McDermott
jackie.mcdermott@mediaplanet.com
Business Developer: Joshua Nagel
joshua.nagel@mediaplanet.com

Photo Credit: All images are from iStock.com unless otherwise accredited.

Distributed within:
Vancouver Sun, May 2011
This section was created by Mediaplanet and did not involve The Vancouver Sun or its Editorial Departments.



FOLLOW US ON FACEBOOK AND TWITTER!
www.facebook.com/MediaplanetCA
www.twitter.com/MediaplanetCA

Mediaplanet's business is to create new customers for our advertisers by providing readers with high-quality editorial content that motivates them to act.



DID YOU KNOW?

The money behind mining

- Chief engineer: \$91,000 to \$125,000
- Senior mine engineer: \$94,000 to \$110,000
- Mine engineer: \$68,000 to \$93,000
- Junior mine engineer: \$55,000 to \$81,000
- New grad ENG-Mine: \$51,000 to \$73,000
- Chief mine geologist: \$81,000 to \$113,000
- Mine geologist: \$65,000 to \$88,000
- Chief surveyor: \$55,000 to \$78,000
- Mine technologist: \$51,000 to \$72,000
- Chief metallurgist: \$78,000 to \$110,000
- Metallurgical/process engineer: \$67,000 to \$89,000
- Senior plant technologist: \$59,000 to \$81,000
- Plant technologist: \$50,000 to \$70,000
- GIS technician: \$65,000 to \$80,000
- Maintenance foreman: \$69,000 to \$94,000
- Planning foreman: \$72,000 to \$97,000
- Maintenance planner: \$62,000 to \$86,000
- Senior buyer: \$66,000 to \$91,000
- Buyer: \$54,000 to \$75,000
- Warehouse foreman: \$65,000 to \$88,000
- Inventory analyst: \$49,000 to \$68,000
- Underground miner: \$80,000 to \$85,000

COURTESY OF MIHR
editorial@mediaplanet.com

NEWS

Bring in the recruits

As the population ages, long-standing and historic industries such as mining are finding themselves at a disadvantage.

"Every position in the field is in high demand right now," says Brian Stewart of Hays Recruiting. "It's a horse race for everything you can imagine—from geologists to engineers to metallurgists." Stewart credits a dwindling workforce and a volatile economy with creating the labour shortage.

"It's very, very cyclical. Typically five years are good and then four or five years are challenging," says Stewart.

Of course it's not as easy as convincing more students to pursue mining industry-related disciplines.

Stewart points out that often when the industry hits the downwards part of the cycle, enrolment numbers drop.

"There are, of course, the ones who see beyond it and say they will tough it out," says Stewart. "Rightly or wrongly, we're mostly driven by what we can make at the end of the day—when things are good the industry pays very well, but when things are bad you can see tumbleweed drifting through town."

Maria-Luisa Sinclair, director of human resources for Baja Mining, notes that despite economic turmoil the past few years the mining industry is making a strong recovery over the past eight months.

"We're seeing it every day—there's a lot of activity right now," says Sinclair. "It can also be seen in the labour market."

Baja itself is hiring 1000 employees in all disciplines for its new poly-metallic Boleo project in Baja, California.

The new mining

Sustainability has also been an incenti-



OPPORTUNITIES AROUND UNDERGROUND
Every position in the field currently has a high demand for workers.
PHOTO: MIHR COUNCIL

ve, giving a new generation the chance to overhaul an industry often criticized by environmentalists.

"As that old guard moves out and retires and the fresh faces move in we're going to see a continuing shift in practices," says Stewart.

Lindsey Langill, dean of trades and technology at Thompson River University, says the key is education.

"If we can educate our young workforce around sustainability and green practices, these are the people that are going to be employed by the mines to protect the practices," says Langill. "Gone are the old practices of just rapping the land and leaving it the way we want."

Langill notes that trade programs now offer training for sustainable trades such as water monitors and environmental engineers.

Men of many hats

Langill says tradespeople are in high demand at the moment.

"We're seeing a ramp up of mining activity from the early stage right through to production," says Langill.

"Who's going to be there fixing it? Maintaining the mills?"

He says tradespeople such as electricians and Red Seal-certified tradespeople carry a broad skillset.

"You're certified around a certain skill that's recognized by many industries," says Langill.

Gord Armour, chair of the BC Labour Shortage Task Force and District 27 Coordinator for Transition, Training & Trades in British Columbia's Cariboo-Chicotin area, says an effort has been made to inform educators of the demand for tradespeople.

"We've been finding, as far as the teachers go, a good response because they weren't aware," says Armour.

The next step is to develop programs to educate young people about the careers available.

"We are seeing it in bits and pieces, especially in resource-based communities," says Armour. "We're making arrangements to get young people out to the mine sites to see how it works."

ANDREW SEALE

editorial@mediaplanet.com



MINING FOR MIRACLES

■ This initiative has raised over \$15 million for BC Children's Hospital! To donate, visit: miningformiracles.ca

Courtesy of Mining Association of BC

Explore! Discover!

Join AME BC as we celebrate mineral exploration and development in British Columbia

BC Mining Week Community Fair

Wednesday, May 11, 2011 10 am to 3 pm
Vancouver Art Gallery Plaza

Face painting, entertainment, activities and more
All welcome, free admission!

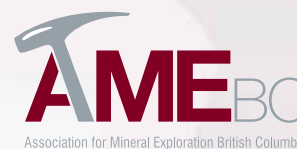
Mineral Exploration Roundup 2012

Celebrating our First Century of Global Discovery
January 23-26, 2012

The Westin Bayshore, Vancouver

The world's premier technical mineral exploration conference

AME BC is a partner in the Mining Week Community Fair and the proud producer of Mineral Exploration Roundup
www.amebc.ca



Join the **BIG LEAGUES.**

Unleash your potential

Move to the big leagues. Finning, the world's largest Caterpillar dealer, is recruiting journeyman heavy equipment technicians, supervisors and managers in western Canada.

Work in an environment that values safety, continuous learning and career mobility—there's no end to what you'll accomplish. Visit our website to apply.

www.finning.ca



PRACTICAL SOLUTIONS FOR THE GLOBAL MINING LIFE CYCLE

Wardrop specializes in every aspect of global mining projects, from exploration to development, to production and reclamation. Our areas of expertise includes:

- Mining Studies: Due Diligence, Scoping to Feasibility, JORC and NI 43-101
- Tailings Facilities and Water Management
- Environmental: Permitting and Reclamation
- Corporate Social Responsibility
- Engineering, Procurement and Construction Management
- Materials Management and Contracts

Contact our Mining Specialists:

mining@wardrop.com



www.wardrop.com

2011 AWARD FOR OUTSTANDING FACILITY DESIGN FROM THE CANADIAN MUSEUM ASSOCIATION



You made this possible. Thank you.

PATRON

\$1,000,000 +

Western Economic Diversification Canada
Canada British Columbia Infrastructure Stimulus Fund
Teck Resources Limited
Ross Beaty
Lukas Lundin
Hunter Dickinson Inc.

PLATINUM PARTNER

\$750,000-\$999,999

Red Back Mining Inc.

GOLD PARTNER

\$500,000-\$749,000

Goldcorp Inc.
Taseko Mines Ltd.
Keegan Resources Inc.

SILVER PARTNER

\$250,000-\$499,999

Dr. Rui Feng and Family
Silver Wheaton Corporation

BRONZE PARTNER

\$50,000-\$249,000

Hallbauer Foundation
Salman Partners Inc.
Barrick Gold Corporation
Deloitte
PricewaterhouseCoopers
Underworld Resources Inc.
Robert Quartermain
SMS Equipment Inc.
Silver Quest Resources

NATIONAL HISTORIC SITE



INSPIRATION

Establishing a mining operation is a **costly and complicated** affair, and it can be made ever more so if those occupying the land don't support the economic vision. **Communication, respect and understanding** is as vital to a fledgling site as monetary funding.

Mining for trust

HOW WE MADE IT

Humans have always been drawn to digging beneath the Earth's surface in search of valuable deposits of minerals, metals, rocks and gems.

But just finding and developing a mine can take years and cost millions of dollars. However, if done right, the social and economic benefits can be huge.

At a sand and gravel quarry on northern Vancouver Island, Polaris Minerals is regarded as a mining company that is doing it right—and has received numerous accolades for its operation.

The company set out to achieve some lofty goals, and perhaps surprisingly, making money wasn't the only one. "We knew that to be successful, we wanted our operation to be sustainable—economically, socially, and environmentally," says Marco Romero, Polaris director and former CEO who founded the company in 2000.

Demonstrating respect and responsibility

Romero and his team spent considerable time listening to every possible user of the land, and gathered information on the surrounding rivers, forest, wildli-

fe, and ocean. But all of this preparation would be for not had the company not entered into respectful dialogue with the First Nations whose traditional territory the potential mine would sit.

"From the outset we acknowledged the rights of the aboriginals to this land," says Romero. "We told them that we will not operate without their support." Romero adds that if more people took a more respectful approach, projects of this nature wouldn't face so many obstacles.

"We definitely had some concerns," says George Speck, senior administrator for the Namgis First Nation. "We've all heard about the effects of open-pit mining, but a remarkable trust started to develop when we talked at length with Polaris, and heard of their commitment to the environment and the genuine respect they had for our people." The Namgis now have a 12 percent stake in the operation, and many of the employees are aboriginal.

Fostering understanding

Polaris' commitment to the environment and listening to people's concerns was a big part in gaining support of the local community. In fact, many of the company's social and environmental strategies went far beyond what the regulations required them to do. "I



SHIPPING OUT
Acadian loading the first shipment from Orca Quarry, destined for California on March 31, 2007.
PHOTO: POLARIS

want to advance a business, but at the same time I care about people and the environment," says Romero.

Goldcorp, one of Canada's leading gold mining companies, has recently signed a collaboration agreement with the Cree First Nation in northern Quebec. They are another example of a company that believes no mine can be developed without the support of the local community—especially the aboriginal peoples. "We are a

profit-driven business, but I firmly believe that economic development has lasting prosperity in the form of jobs, training, and skill building that are transferable and will outlast the life of a mine," says Chuck Jeannes, the company's president and CEO. "If we can't show that sustainable benefits can come from our activity, then we won't be able to do business."

Mining is about more than digging in the ground with hi-tech machinery,

it's about developing relationships, allowing local communities to be meaningful participants, and being committed to environmental stewardship. The companies that do that will be successful.

KEN DONOHUE

editorial@mediaplanet.com

BUILDING OUR FUTURE

Responsible, Respected and Welcomed. At Goldcorp, being a responsible mining company means forging deep partnerships with the communities in which we operate. Our relationship with the Cree (Eeyouch) in northern Quebec near our Éléonore property exemplifies this belief. As partners in the development of this exciting project, we look forward to sharing lasting social and economic benefits for many years to come.



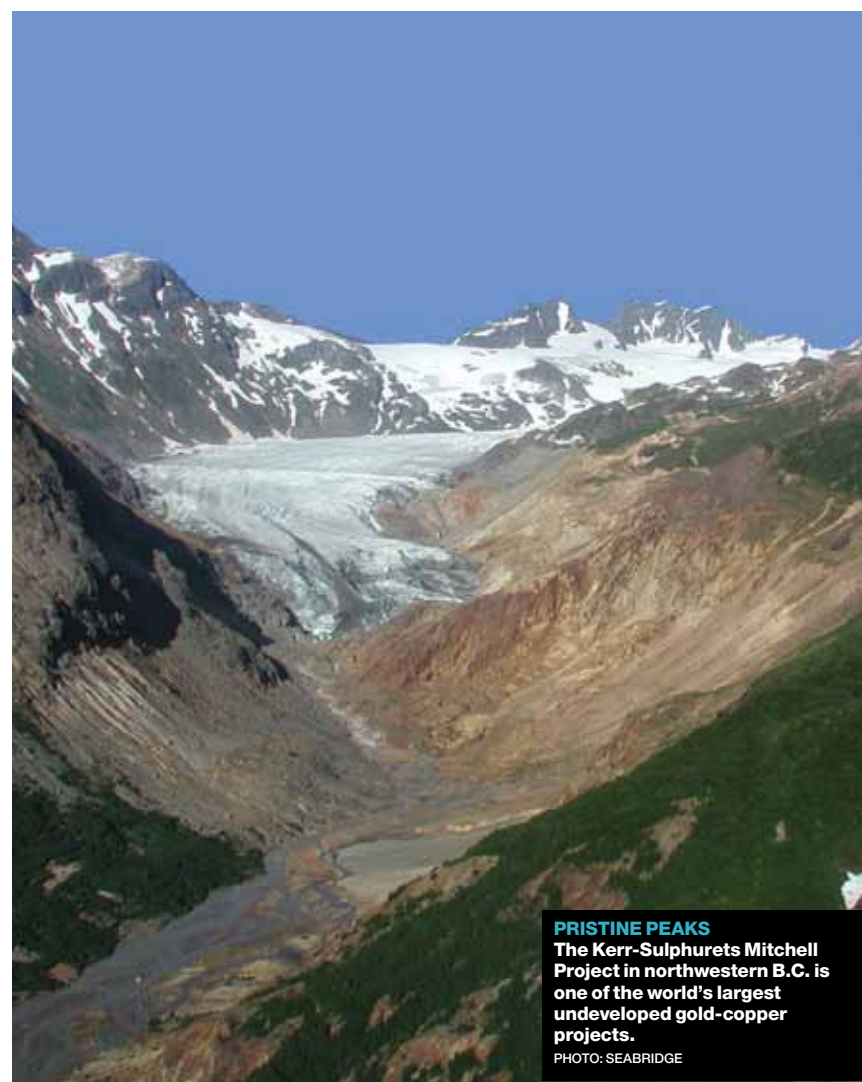
GOLDCORP

www.goldcorp.com

TSX:G NYSE:GG

FACT
2
SUSTAINABILITY HAS BECOME THE TOP PRIORITY FOR INDUSTRY

THE COMMUNITY CONNECTION



PRISTINE PEAKS
The Kerr-Sulphurets Mitchell Project in northwestern B.C. is one of the world's largest undeveloped gold-copper projects.
PHOTO: SEABRIDGE

■ **Question:** How does an inherently invasive activity, such as mining, minimize its impact on the environment?

■ **Answer:** By embracing the principles of sustainability and involving host communities in the development of mining operations

British Columbia is home to more new mining projects than any other place in Canada, and the industry's contribution to the provincial economy totals more than \$5 billion annually.

However, as Pierre Gratton, president of the Mining Association of BC, recently told attendees at a mining conference, the industry can't simply point to jobs and wealth creation and expect the public to support mining. Instead, operators need to embrace sustainable development.

Taking culture into account

There are many resource exploration and mining companies in BC that are doing just that. One such example is Seabridge, which is developing a gold mine in northwestern BC. "From the outset we engaged the local community, and listened to their concerns," says Brent Murphy, Seabridge's vice-president en-

vironmental affairs. "It was made very clear by the First Nations that our operations would impact a culturally sensitive creek, so we changed the design of the site to avoid this area."

Further cementing its commitment to sustainability, Seabridge was an early adopter of using DNA techniques to track the migration of grizzly bears in the region. By better understanding the movement patterns of the bears, they are able to develop mining operations in a way that will minimize the impact to these treasured animals.

"The notion of environmental sustainability isn't new," says Murphy, "maybe a half century or more ago, there were irresponsible operators, but most now understand the long-term effects of mining on the environment, and try to minimize that impact."

Community connection

Walter Energy Western Coal, which operates three mines in northeastern BC, is another that believes that integrating its work with the community is key for sustainable mining. "It's not just the mining company that can have a deep involvement in environmental sustainability, but also the broader community," says Eric Christensen, the company's vice-president environment and community affairs.

To this end, the company has been working with the First Nations on developing greenhouses that will spawn native tree and plant species to be used in reclamation and restoration projects. The company has ongoing discussions with aboriginal elders in the community to identify what's appropriate to use. "We're especially proud of this work, because it will not only benefit the areas we work in, but will aid other resource users in their restoration work," says Christensen.

While he admits that there will always be cynics, Christensen says there has been a big shift in the industry, and environmental and social sustainability isn't about appeasing people, but rather is built around a strong belief that it's the right way to conduct business. "Mining companies move on, but communities don't," he says. "No longer can we just backfill a mine pit and walk away, and while certainly there's more that can be done, we are making great strides." Christensen adds that mining companies will be judged on what they achieve and how they operate.

KEN DONOHUE
editorial@mediaplanet.com

Your future starts with us.

We offer an environment that values safety, comprehensive education and careers!

THOMPSON RIVERS UNIVERSITY

School of Trades & Technology

900 McGill Road
Kamloops, BC Canada
V2C 0C8
www.tru.ca/trades.html
250-828-5000

PARTNERING FOR SUCCESS

The Mining Suppliers Association of B.C.

The Mining Suppliers Association of B.C. (MSABC) comprises suppliers, contractors and consultants to the B.C. mining industry. Mining is important to our daily lives, and to our economy. Our 200 member companies employ some 25,000 employees located in communities across B.C. Our mission is to promote the development of a sustainable mining industry in B.C. by "Building a Better Future for Mining."

www.miningsuppliersbc.ca

WALTER ENERGY
WESTERN COAL

On April 1, 2011, Western Coal Corp was acquired by Walter Energy, becoming a subsidiary of the company – now known as Walter Energy Western Coal. Together we're bigger and stronger, with the resources to further create long-term economic opportunities in the communities where we operate.

Walter Energy Western Coal remains committed to supporting the growth of our local communities, maintaining safe practices and protecting the resources in our care.

www.walterenergy.com

NEWS



NEWS IN BRIEF

Following the silver bullet

"Silver is probably one of the most misunderstood minerals around," says Keith Neumeyer, president and CEO of First Majestic Silver Corp.

But whether or not silver is understood doesn't seem to have stopped investors from turning towards the precious metal—not only as a safe haven against inflation but due to its expanding use in emerging technology such as solar panels and navigation systems in cars and cell phones.

"As we become more reliant on technology as a human race, we become more reliant on silver," says Neumeyer.

Dollars for dependence

But that reliance comes at a cost. According to Neumeyer, over 90 percent of silver is buried in waste dumps and this revelation has only driven demand for the resource higher.

However, as of late April to early May, the price rise has slowed.

"It's gone up dramatically over the past four months," says Neumeyer. "Now we're seeing a correction."

According to the "World Silver Survey", put together by GFMS and The Silver Institute, retail silver demand garnered higher investment

in both physical bullion bars and coins/medals in 2010.

"Physical bullion bars accounted for 55.6 Moz of the world investment total last year. Coins and medals fabrication rose by 28 percent to post a new record of 101.3 Moz.," states the report.

One of the biggest demands for silver is in industrial fabrication.

Total fabrication demand grew by 12.8 percent to a 10-year high of 878.8 Moz in 2010.

GFMS and the Silver Institute forecast industrial demand for silver will rise 37 percent over the next four years to make up more than 60 percent of total demand for the physical metal.

"Whether it's for portfolio diversification, a shaky US economy or global economy even—folks are buying precious metals and silver," says Michael DiRienzo, executive director of the Silver Institute.

DiRienzo says the increase in demand forcing the price higher come from a society driven by sustainable values.

"Many countries have the desire to have less of a reliance on fossil fuels," says DiRienzo. "Silver cells are going to play a huge role."

ANDREW SEALE

editorial@mediaplanet.com

Precious relief for burn victims

While the unprecedented rise in the price of gold makes headlines, another valuable metal is quietly being used in hospitals to improve patient care.

For thousands of years silver has been highly regarded for its healing and anti-bacterial properties, but advances in technology are making its medical uses even better.

Healing minerals

For decades silver has been used to treat burns—first as a solution, then as a topical cream, and now through the use of nanotechnology, thin layers of silver are applied directly to bandages. The metal is released onto the wound by applying water, and the silver is continuously released over several days. This unique patented technology was developed by an engineering professor at the University of Alberta, and is marketed as Acticoat, and used in more than 30 countries around the world.

"Traditionally, the most common treatment for people with burns was silver sulfadiazine, which comes as a cream" says Dr. Cynthia Verchere, medical director of the Burn Program at BC Children's Hospital. "But the cream's effectiveness only lasts 12 to 24 hours, which means dressings needed to be changed daily, causing great discomfort for our patients." Acticoat is almost exclusively used now at Children's hospital, except in the case of wounds to the face.

Acticoat has a higher concentration of silver than the cream, and as a result accelerates the healing process, is better at preventing infection, and only re-



MEDICAL METAL
Silver's versatility allows it to be used in many forms, solid or liquid.

quires dressings to be changed twice a week. Because of this, there is less of a need for skin grafting.

"This is a huge benefit for our patients and their families," says Verchere. "The burns are healing faster, there is less pain for them because the bandages are being changed less often, and many of the children are able to go home after a couple of days in hospital and be treated as out-patients." The hospital treats about 30 children a year with serious burns, while 100 or more may need care for smaller burns.

Precious protection

Sabine Lane, whose 11-year old son, Evan, received third degree burns after hot water from a kettle spilled on him, can't say enough about the use of Acticoat, and the fantastic team at Children's Hospital. "It's amazing," she says. "Evan was in excruciating pain and this treatment made a huge difference in the healing process, and we

only had to go into the hospital every three days to have the bandages changed." Because of the severity of the burns, Evan has received some skin grafts, and still receives treatment three months after the accident.

One study concluded that the use of Acticoat has reduced inpatient days in hospital from an average of 14 to just one. And while it is more expensive than traditional bandages, there is a big savings overall by reducing the number of times the dressings have to be changed, and the number of days patients are in hospital.

Thanks to a precious metal that you only thought was used for jewellery and your mother's old silverware set, people like Evan can have a better recovery from serious burns.

KEN DONOHUE

editorial@mediaplanet.com

fm
FIRST MAJESTIC
SILVER CORP.

FIRST MAJESTIC
SILVER CORP.

EG

Entrée Gold Inc.

TSX:ETG
NYSE AMEX:EGI
FRANKFURT:EKA

Exploring
The Possibilities

PROJECTS

Mongolia

- JV property surrounds Oyu Tolgoi mining complex
- Contains inferred and indicated resources with probable mineral reserves
- JV project on the path to development

Nevada

- Ann Mason - copper gold porphyry with inferred resource
- Extensive drill program underway on Ann Mason and Blue Hill

PEOPLE

- Strategic partners - Rio Tinto and Ivanhoe Mines
- Highly respected directors and management

POTENTIAL

- Exceptional project portfolio focused on copper porphyry deposits
- Emerging opportunities and advancement towards development
- Investment in a company poised for growth

For more information about Entrée Gold scan the following QR code with your smartphone.



discover
develop
operate

Imperial Metals

www.imperialmetals.com

Entrée Gold Inc. Suite 1201-1166 Alberni Street
Vancouver, BC Canada V6E 3Z3 Tel: 604-687-4777
Contact: Monica Hamm mhamm@entreegold.com

www.entreegold.com

INSIGHT

FACT
3
BC IS HOME TO MORE NEW MINING PROJECTS THAN ANYWHERE IN CANADA



HOMEGROWN ADVANTAGE
Communities like Princeton, B.C. rely on the mining community to provide jobs to locals.
PHOTO: MIHR COUNCIL



DID YOU KNOW?
More to mining than you think

- ➔ Sixty percent of Canadian exploration companies are based in B.C.!
- ➔ Twenty eight thousand people in more than 50 B.C. communities work directly and indirectly with the mining sector in B.C.
- ➔ B.C. is Canada's largest producer of copper! Did you know that copper makes up more than 50 pounds of the average North American car?
- ➔ B.C. is the only producer of molybdenum in Canada. Molybdenum or "moly" is mainly used as an alloy to strengthen steel used in aircraft, industrial tubing, bike frames and as a dry lubricant in space vehicles as well as many other applications.

Creating communities amongst industry

Question: How can a mine, the epitome of raw industry, foster a community?
Answer: Where there are workers, there are families and homes—and the infrastructure that they need.

As public support builds for a more sustainable society, mining practices are far from exempt from corporate responsibility. But the partnership between mines and the communities surrounding them can be give-and-take.

Gavin Dirom, president and CEO of the Association for Mineral Exploration British Columbia (AME BC), says it's not just the mining industry that benefits. "Mining has to happen somewhere in the world—wouldn't it be nice to do it in a world class way in our own backyard," inquires Dirom.

Infrastructure is the key to community
"Invest in infrastructure that supports it and leaves a positive legacy for the future," he says. "One really good example is the whole collective coalition push for the power line in the northwest."
According to Dirom, the 344 km



"Mining has to happen somewhere in the world—wouldn't it be nice to do it in a world-class way, in our own backyard."
Gavin Dirom
President and CEO, Association for Mineral Exploration British Columbia

Northwest Transmission Line project planned by BC Hydro, the BC Government and a coalition of more than 40 groups—including miners—will benefit local northern communities. "It's not just going to help the mines - it will help get the towns off diesel."
Corinne Boone, managing director of Environmental Services for engineering company Hatch, says a consultant approach works better in some cases. "Our experience has shown that building infrastructure like hospitals and water treatment plants alone has been proven to be an unsustainable solution, because resources for staffing, building maintenance, and other ongoing support dries up once the project is completed," says Boone. "Hatch has found that it's more effective to support the communities as

they develop their own community planning initiatives."
Up on Copper Mountain
A practical example of the symbiotic relationship between a mine and a community is Princeton, British Columbia. In 1996, the Copper Mountain project closed down. Princeton, which is largely based around the resource industry, watched its population dwindle. Jim O'Rourke, president and CEO of Copper Mountain Mining Corp., plans to re-open the mine in June 2011. Since Princeton is only 20 kilometres from the mine, most of its 270 employees will live in Princeton and the surrounding area. Due to this, infrastructure such as the local hospital, will be vital. "Because the town had been depressed enough there was a question of whether (the hospital) would stay open," says O'Rourke. But that's not the case now.

However, Copper Mountain needs more incoming capital before it can expand on the town's pre-existing infrastructure but O'Rourke says it's in the scope. "Once we're up and running we can contribute more to the local community and more to the local region," says O'Rourke.

Exporting ethics
But community development doesn't just happen on the home front. "We do it well in Canada but now we're doing that in the whole world," says Dirom. "Chile for example, borrows a lot of the practices we created."
From safety practices to social responsibility projects, Canadian mining companies working abroad—for the most part—try to engage the locals in a positive way. "If something's wrong we deal with it, generally speaking that's our positive legacy," adds Dirom. Boone agrees that early communication is key. "When you start early, you can take on broad community concerns and you can work together to incorporate both sides' ideas into the project. It's really important for helping to build trust with a community, and that benefits everyone involved."

ANDREW SEALE
editorial@mediaplanet.com



1-2. Can you name the mineral shown here? Hint: It has a variety of uses! For the answer, check us out on Facebook at www.facebook.com/MediaplanetCA.

COURTESY OF MABC
editorial@mediaplanet.com

A demonstration of responsibility

The mining industry is growing in British Columbia. BC mines and smelters are making major investments in modernization, four new mines are in construction, several more are in advanced permitting and mineral exploration spending is rising.

Billions of new investment dollars are flowing into BC, creating wealth for the province and thousands of jobs and business opportunities for British Columbians.

As the mining sector embarks on a period, it is important to find new and better ways to extract the minerals that are critical to a clean and green economy. Over the last couple of decades, the mining industry in BC has un-



Pierre Gratton
President and CEO, The Mining Association of British Columbia

dergone dramatic changes in the way it approaches sustainability, environmental obligations and relationships with its communities-of-interest. Today, mining is the safest heavy industry in the province, a leading employer and contractor of First Nations and, through BC's internationally recognized Health, Safety and Reclamation Code for Mining, is continuously improving environmental management and reclamation practices.

Room to improve
But there is more we can and should

A shiny rep
Developed by the Mining Association of Canada, TSM is about improving the industry's reputation through improved performance. Through TSM, the mining sector demonstrates that it is publicly accountable for its social, environmental and economic performance. Mine sites publicly report how well they operate in areas like tailings management, Aboriginal and health and safety. Others validate how well sites are doing through third party verification. Today, TSM has been recognized by both Five Winds/Strandberg Consul-

ting and Canadian Business for Social Responsibility, as the leading sustainability initiative in the country. It's a tough system that requires dedication and resolve. With it, we walk the talk. TSM is not new to BC. It is employed at several mines that are members of the Mining Association of Canada, such as Teck Resources' operations at Highland Valley Copper, in the Elk Valley and at Trail, as well as Breakwater Resources' Myra Falls Operation on Vancouver Island. However, many of the BC mines are not members of MAC and bringing TSM to the Mining Association of BC will allow all of our province's active mines to benefit from this initiative. TSM is a natural next step as the industry continues its efforts to mine responsibly and provide the metals and minerals that are essential for our daily lives.



Serving clients around the world

Hatch is one of the world's leading professional services companies, delivering innovative solutions to the Mining & Metals, Energy and Infrastructure sectors.

We are 9,000 people in 65 offices around the world, with a comprehensive array of technical and strategic consulting services. Our project experience spans more than 150 countries and today we manage over \$35 billion in projects.

We're engineers. We're consultants. We're project and construction managers.

And we're writing the next chapter in Hatch's history of excellence.

Learn more about us at www.hatch.ca

