



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

Table of Contents

Firms honoured for work with skilled immigrants	2
Immigrant Success Awards	3
Honouring those who help foreign trained professionals	4
Engineering firm thrives on new ideas and designs	5
Woman of the Week: Nancy Steele	6
Helping skilled newcomers integrate	7
Thales Canada Transportation - winner of 2010 IS Awards	8
Toronto Foundation for Students Success	9
Skilled Immigrants.....	10
Canadian Experience.....	11
Top performers recognized for leveraging skilled immigrant talent	12
Transportation firm helps get his career back on track	13
Buddy system helps new workers crack Canadian quirks.....	14
Screening program gives foreign-trained doctors a chance.....	15
New hiring approach improves success rate for immigrants.....	16
Engineer savours success, after a long road to acceptance	17



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

Firms honoured for work with skilled immigrants



Canadian HR Reporter
Mar 28, 2011

Firms honoured for work with skilled immigrants
American Express, Deloitte, Thales Canada win TRIEC awards
By Amanda Silliker

American Express Canada has had a diverse workforce for many years but, with much-expected growth in the company, it needed to do more to attract, retain and develop skilled immigrants, said Nancy Steele, director of technologies at the Markham, Ont.-based firm. As a solution, Steele initiated a skilled immigrant strategy.

"The broader strategy was to look at talent in general across the organization," said Steele. "As we're going to grow, take on new people and invest a lot in Canada, we looked at what we're going to do to keep up the pace of growth and diversify a little bit."

The strategy, implemented in 2009, earned Steele the *Canadian HR Reporter* Individual Achievement Award at this year's Immigrant Success Awards in Toronto, presented by the Toronto Region Immigrant Employment Council (TRIEC). Now in its fifth year, the awards recognize leadership and innovation in recruiting and retaining skilled immigrants in the Toronto region.

As Steele was looking at ways to hire new employees, she realized there needed to be more work done to hire immigrants.

"There were a lot of gaps in the process of how we hire and recruit, where we hire and recruit and the type of talent we were getting," she said. "There were many opportunities we didn't see."

To recruit skilled immigrants, Steele worked with TRIEC and organized a mass recruitment day. TRIEC brought in 200 immigrants and 10 managers went through the interview process with the recruits, said Steele. There have been two sessions like this to date, with another one scheduled in the coming months, and 11 skilled immigrants have been hired through the program, so far, she said.

To retain skilled immigrants, Steele implemented initiatives to encourage these employees to grow within the company.

"We looked at strategies to improve the process to help these individuals not only get better jobs or jobs that are more suited to their skills, but develop them when they're on-site and help them progress in their career," she said.

Language training is available for those skilled immigrants whose language skills may not be "quite as robust" as what is needed, she said.

Managers undergo cross-cultural training to learn how to understand the challenges immigrants might be facing and evaluate any potential gaps in their training or performance, so they can coach them appropriately, said Steele.

Media Outlet: Canadian HR Reporter
Publish date: March 28, 2011
City: Toronto, ON
Reach: 25,000



[Click to view PDF document](#)

Tone: Balanced

- Bonus / Demerit Point
- Company / Brand Mention
- Photo / Image / Logo
- Key Message(s)
- Headline / Newscast Positioning
- Target Audience
- Web Site/1-800 Mention



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

Immigrant Success Awards



March 16, 2011

Immigrant Success Awards

The winners were celebrated at an invitation-only reception hosted by RBC, sponsor of the awards.

Staff writer

Three organizations and one individual were honoured at the fifth annual Immigrant Success Awards, recently. They were recognized for their innovative and leading practices that work to engage skilled immigrants in the workforce in the Toronto region.

"Over five years we've seen a notable uptake and sophistication of recruitment and retention strategies. Employers are now realizing the benefits of a more diverse, globally-aware and connected workforce. IS Award winners are real examples of the benefits that can come from mobilizing the best and brightest in our city," says Elizabeth McIsaac, executive director of Toronto Region Immigrant Employment Council (TRIEC), which presents these awards.

The winners were celebrated at an invitation-only reception hosted by RBC, sponsor of the awards.

"The more employers tap the full range of capabilities of our workforce — to innovate and adapt, develop new markets and foster new relationships - the more competitive Canada will be in the global economy and the more prosperous we will be at home," said Zabeen Hirji, chief human resources officer at RBC and co-chari of TRIEC during her keynote speech at the event. (For complete details about the IS Awards and to view profiles of the winners visit isawards.ca)

Winners

Toronto Foundation for Student Success (TFSS)

(CBC Toronto Vision Award for Immigrant Inclusion)

Internationally trained doctors – not yet practising medicine here in Canada – are employed to provide vision and hearing screening in priority neighbourhoods. Immigrant doctors gain Canadian experience while supporting largely newcomer populations with essential and culturally-sensitive healthcare service in their native languages. The program is built on a network of partnerships with the Toronto District School Board, Skills for Change, Sprout Asset Management and receives over \$500,000 in donations from Walmart Vision Centres annually.

Thales Canada, Transportation

(RBC Immigrant Advantage Award)

With 90 per cent of its business in the global marketplace, Thales systematically targets and cultivates internationally-trained professionals to ensure its position as a leader in transportation systems worldwide. The company stands apart for its 95 per cent retention rate of skilled immigrants whose efforts are integral to securing and servicing international business contracts.

Deloitte

Media Outlet: Canadian
Immigrant

Publish date: March 16,
2011

City: Toronto/Vancouver,
CA

Reach: 205,000



[Click to view PDF
document](#)

Tone: Positive

Bonus / Demerit
Point

Company / Brand
Mention

Photo / Image /
Logo

Key Message(s)

Headline / Newscast
Positioning

Target Audience

Web Site/1-800
Mention



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

Honouring those who help foreign trained professionals

Media Outlet: CBC R1 (CBL-AM)

Publish date: March 16, 2011

City: National, CD

Reach: 188,200



[Click to play](#)

Tone: Positive

- Bonus / Demerit Point
- Company / Brand Mention
- Photo / Image / Logo
- Key Message(s)
- Headline / Newscast Positioning
- Target Audience
- Web Site/1-800 Mention



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

Engineering firm thrives on new ideas and designs



Engineering firm thrives on new ideas and designs

March 15, 2011

Ian Harvey

When the recession slammed the auto industry, Kam Ko knew the storm would hit his business.

"I was a supplier, so I knew I had to diversify," says Ko, founder and president of Kobotics, a Richmond Hill-based robotic welding specialist.

Reinventing his business didn't turn out to be as big a challenge as anticipated mostly because his biggest resource was his employees.

Almost all of them are immigrants as he, himself, is.

The company now designs and makes theatre seats, ergonomic dentist chairs and snowmobile parts at its 23,000-sq.-ft. plant.

Revenues have doubled over the last five years to \$5 million.

He credits his design and engineering team, many of whom are immigrants.

Ko's story is one of an accidental entrepreneur who never forgot his roots. He came to Canada in 1972 and graduated with a mechanical engineering degree from Concordia University, then a masters in welding.

"I was working one day and someone came to me and said they had a problem with some welds — it wasn't even our customer," he said. "They were rejecting a high number of the parts because of bad welds."

Ko looked at the problem and knew he could engineer a solution and soon found himself in business while he was still working his day job.

"I had to set up a shop and get equipment," he said. "So I had to keep working. I worked four days a week and, then, at 5 p.m., I would go and work at my business. I worked Fridays and weekends, too."

Soon his reputation attracted more customers and he went full time.

Positioning

- Target Audience
- Web Site/1-800 Mention

Media Outlet: Thestar.com

Publish date: March 15, 2011

City: National, CA

Reach: 2,377,179



[Click to view PDF document](#)

Notes: Direct URL to the special section:
<http://www.thestar.com/specialsections/immigrationemployment>

Kobotic was one of the companies nominated and shortlisted for the 5th IS Awards.

Tone: Positive

- Bonus / Demerit Point
- Company / Brand Mention
- Photo / Image / Logo
- Key Message(s)
- Headline / Newscast



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

Nancy Steele

March 14, 2011

by Karolina Weglarz



By [Karolina Weglarz](#)

Imagine immigrating to a foreign country. You're unfamiliar with the culture and language, but somehow you manage to land a job within a well-known company. You feel as though you fit in with everyone and do your job as well as everyone else. So, it's a shock when one morning you are informed that you are being let go by the company.

Many immigrants find themselves in similar situations; overlooked for positions in a company because hiring managers feel they are under-qualified for the job or won't be a good fit because of language and cultural barriers.

Nancy Steele, Director at Amex Technologies, American Express Canada, noticed this gap within her company and realized the company's policy of hiring skilled immigrants was failing. Three years ago, she spearheaded an initiative that would pilot skilled immigrant recruitment and retention strategies within her organization.

- Target Audience
- Web Site/1-800 Mention

Woman of the Week: Nancy Steele

Media Outlet: The Women's Post

Publish date: March 14, 2011

City: Toronto, ON

Reach: 148,690



[Click to view PDF document](#)

Notes: Nancy Steele's image was also profiled on the magazine's home page as "Woman of the Week: Nancy Steele. Woman of the Week, Nancy Steele, was honoured during the 5th annual Immigrant Awards for spearheading an initiative that plots skilled immigrant recruitment and retention strategies."

Tone: Positive

- Bonus / Demerit Point
- Company / Brand Mention
- Photo / Image / Logo
- Key Message(s)
- Headline / Newscast Positioning



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

Helping skilled newcomers integrate



Canadian Immigrant Magazine

March 12, 2011

Helping skilled newcomers integrate

The fifth annual Immigrant Success awards by the TRIEC and RBC recognizes those who help newcomers integrate into the workforce

Staff writer

The Toronto Region Immigrant Employment Council and Royal Bank of Canada announced those who helped integrate skilled immigrants.

The fifth annual Immigrant Success awards chose three organizations and one individual who assisted newcomers into their workforce.

"The more employers tap the full range of capabilities of our workforce - to innovate and adapt, develop new markets and foster new relationships - the more competitive Canada will be in the global economy and the more prosperous we will be at home," said Zabeen Hirji, chief human resources officer at RBC, in a press release.

Over the past five years there's been notable uptake and improvement in recruitment and retention, said Elizabeth McIsaac, executive director of TRIEC, in the release.

"Employers are now realizing the benefits of a more diverse, globally-aware and connected workforce," she said. "IS Award winners are real examples of the benefits that can come from mobilizing the best and brightest in our city."

The winners are:

- Toronto Foundation for Student Success, which helps internationally trained doctors a chance to assist in priority neighbourhoods;
- Thales Canada, Transportation, which targets and cultivates internationally-trained professionals;
- Deloitte, which offers support programs to connect newcomers with colleagues and professional development activities;
- Nancy Steel, the director for American Express Technologies, who piloted an immigrant retention and recruitment strategy for her organization.

Visit the [IS Awards website](#) for more details and to learn more about the winners.

Media Outlet: Canadian
Immigrant

Publish date: March 12, 2011

City: Toronto/Vancouver, CA

Reach: 205,000



[Click to view PDF document](#)

Tone: Positive

- Bonus / Demerit Point
 - Company / Brand Mention
 - Photo / Image / Logo
 - Key Message(s)
 - Headline / Newscast
- Positioning**
- Target Audience
 - Web Site/1-800 Mention



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

Thales Canada Transportation - winner of 2010 IS Awards

Media Outlet: CBC News Now (CBLT)

Publish date: March 11, 2011

City: Toronto, ON

Reach: 133,000



[Click to play](#)

Tone: Positive

- Bonus / Demerit Point
- Company / Brand Mention
- Photo / Image / Logo
- Key Message(s)
- Headline / Newscast Positioning
- Target Audience
- Web Site/1-800 Mention



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

Toronto Foundation for Students Success

Media Outlet: CBC News Now (CBLT)

Publish date: March 10, 2011

City: Toronto, ON

Reach: 133,000



[Click to play](#)

Tone: Positive

- Bonus / Demerit Point
- Company / Brand Mention
- Photo / Image / Logo
- Key Message(s)
- Headline / Newscast Positioning
- Target Audience
- Web Site/1-800 Mention



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

Skilled Immigrants

Media Outlet: Metro Morning (CBC Radio One)

Publish date: March 10, 2011

City: Toronto, ON

Reach: 188,200



[Click to play](#)

Tone: Balanced

- Bonus / Demerit Point
- Company / Brand Mention
- Photo / Image / Logo
- Key Message(s)
- Headline / Newscast Positioning
- Target Audience
- Web Site/1-800 Mention



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

Canadian Experience

Media Outlet: Metro Morning (CBC Radio One)

Publish date: March 10, 2011

City: Toronto, ON

Reach: 188,200



[Click to play](#)

Tone: Positive

- Bonus / Demerit Point
- Company / Brand Mention
- Photo / Image / Logo
- Key Message(s)
- Headline / Newscast Positioning
- Target Audience
- Web Site/1-800 Mention



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

Top performers recognized for leveraging skilled immigrant talent

Media Outlet: Hrreporter.com

Publish date: March 9, 2011

City: National, CD

Reach: 40,000



hrreporter.com
Mar 9, 2011

Top performers recognized for leveraging skilled immigrant talent TRIEC announces winners of fifth Annual Immigrant Success Awards

Nancy Steele knows the value a diverse employee population can bring to an organization.

As a director within the American Express Technologies (AET) department at American Express Canada, HR didn't fall within her mandate. But she knew her success was directly linked to her ability to draw the right talent to her department.

Her efforts led to the hiring of 11 skilled immigrants — representing about 10 per cent of hires in the AET division — and landed her the *Canadian HR Reporter* Individual Achievement Award at the fifth Annual Immigrant Success (IS) Awards. The awards, which will be handed out at a special ceremony in Toronto on March 9, recognize exemplary practice in integrating skilled immigrants in the Toronto area.

"Employers are now realizing the benefits of a more diverse, globally-aware and connected workforce," said Elizabeth McIsaac, executive director of TRIEC. "IS Award winners are real examples of the benefits that can come from mobilizing the best and brightest in our city."

Three organizations and one individual have been recognized for their leadership and innovation in recruiting and retaining skilled immigrants.

"The more employers tap the full range of capabilities of our workforce — to innovate and adapt, develop new markets and foster new relationships — the more competitive Canada will be in the global economy and the more prosperous we will be at home," said Zabeen Hirji, chief human resources officer at RBC.

The IS Awards are presented by the Toronto Region Immigrant Employment Council (TRIEC) and sponsored by RBC, in partnership with *Canadian HR Reporter*, CBC Toronto and the *Toronto Star*.

For more information on the awards and the winners, look for the March 28 issue of *Canadian HR Reporter*.

Videos and other IS Award winners

•Nancy Steele, American Express Canada: *Canadian HR Reporter* Individual Achievement Award

•Toronto Foundation for Student Success, CBC Toronto Vision Award for Immigrant Inclusion

The Toronto Foundation for Student Success has won the CBC Toronto Vision Award for Immigrant Inclusion. Internationally trained doctors — not yet practising medicine in Canada — are employed to provide vision and hearing screening in priority neighbourhoods. Immigrant doctors gain Canadian experience while supporting largely newcomer populations with essential and culturally-sensitive health care service in their native languages. The program is built on a network of partnerships with the Toronto District School Board, Skills for Change, Sprott Asset Management, Hospital for Sick Children, St. Michael's Hospital, University of Toronto departments of social pediatrics and nursing, Toronto Public Health, and receives more than \$500,000 in donations from Walmart Vision Centres annually.



[Click to view PDF document](#)

Tone: Positive

- Bonus / Demerit Point
 - Company / Brand Mention
 - Photo / Image / Logo
 - Key Message(s)
 - Headline / Newscast
- Positioning
- Target Audience
 - Web Site/1-800 Mention



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.



Transportation firm helps get his career back on track

March 09, 2011

Madhavi Acharya-Tom Yew



Despite engineering experience back home in Mexico and an MBA from U of T, Hector Hernandez had trouble finding work in Toronto. He's now a business improvement specialist with Thales Canada, which values international experience in its employees.
Aaron Harris/Toronto Star

Do you have any Canadian work experience?

That was the question that hovered like a dark cloud over the early days of Hector Hernandez's job hunt in Canada.

In December 2004, he arrived here from his native Mexico, where his work experience included stints at a multi-national engineering firm and a professional services company that provided continuous improvement support for government agencies.

Hernandez hoped to land a job related to finance or process operations in Toronto. Instead, when he posted his resume online, the only employers who called were those offering door-to-door sales jobs.

By March, Hernandez managed to find work at a small manufacturing company in Markham, an entry-level position that he was grateful for nonetheless. He promptly enrolled in a part-time MBA program at the Rotman School of Management at the University of Toronto.

With the business degree under his belt four years later, Hernandez began looking for better opportunities at multi-national engineering companies.

Transportation firm helps get his career back on track

Media Outlet: thestar.com

Publish date: March 9, 2011

City: National, CD

Reach: 2,540,000



[Click to view PDF document](#)

Tone: Positive

- Bonus / Demerit Point
 - Company / Brand Mention
 - Photo / Image / Logo
 - Key Message(s)
 - Headline / Newscast
- Positioning**
- Target Audience
 - Web Site/1-800 Mention



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

Buddy system helps new workers crack Canadian quirks



Buddy system helps new workers crack Canadian quirks

March 09, 2011

Paul Irish



When Pakistani immigrant Saleha Shafiq, left, started working at Deloitte & Touche in 2009, she was paired with a buddy to show her the ropes. She's now a buddy herself, helping Toronto-born Christopher Shaw get used to his new job with the company.
Paul Irish/Toronto Star

For most people, starting a new job is a mixture of happiness, excitement and,

in many cases, trepidation.

And if you're an immigrant, the office debut takes on a whole different dimension.

Just ask Saleha Shafiq, 29, a senior associate with the Deloitte & Touche financial advisory firm in Toronto.

With a master's degree in economics from the University of Cambridge and international banking experience, the Pakistan native was confident her work background was solid when she started working here in 2009.

But she wasn't 100 per cent sure about office protocol, etiquette and the general culture of a Canadian workplace

"I was fine with the hard skills, but I wanted to make sure I had the soft skills," she says. "I knew (the office culture) wouldn't be totally foreign, but I knew there would be a few things to learn."



[Click to view PDF document](#)

Tone: Positive

- Bonus / Demerit Point
- Company / Brand Mention
- Photo / Image / Logo
- Key Message(s)
- Headline / Newscast

Positioning

- Target Audience
- Web Site/1-800 Mention



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

Screening program gives foreign-trained doctors a chance

Media Outlet: Thestar.com

Publish date: March 9, 2011

City: National, CA

Reach: 2,377,179



[Click to view PDF document](#)



Media Relations
Rating Points™

Notes: Direct URL to the special section:

<http://www.thestar.com/specialsections/immigrationemployment>

Tone: Balanced

- Bonus / Demerit Point
- Company / Brand Mention
- Photo / Image / Logo
- Key Message(s)
- Headline / Newscast Positioning
- Target Audience
- Web Site/1-800 Mention



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

New hiring approach improves success rate for immigrants



New hiring approach improves success rate for immigrants

March 09, 2011

Paul Dalby



Brazilian immigrant Fernanda Silva, left, was hired as a quality assurance analyst at Markham's AET Technologies through a new hiring process initiated by company director Nancy Steele, right. Aaron Harris/Toronto Star

Working within a diverse, multi-national corporation, Nancy Steele was puzzled that the company's policy of hiring skilled immigrant workers seemed to be failing.

"Quite often, you would on-board them, then find they weren't successful and have to remove them and have them leave the organization," says Steele, director of Markham-based AET Technologies, the global IT section for American Express. "They weren't as skilled as they portrayed on their resume."

Solving the problem started Steele on a path that has radically changed her company's approach to hiring skilled immigrants — and found ways to keep the new talent happy and fulfilled in their jobs.

It also led to wider recognition for Steele. The Toronto Region Immigrant Employment Council (TRIEC) has named her winner of the 2011 Canadian HR Reporter Individual Achievement Award.

Steele says the secret of their success rests on three pillars. "How do we attract the talent? How do we retain the talent? And once we've got them on board, how do we develop their career while they're at American Express?"

Media Outlet: Thestar.com

Publish date: March 9, 2011

City: National, CA

Reach: 2,377,179



[Click to view PDF document](#)

Notes: Direct URL to the special section:

<http://www.thestar.com/specialsections/immigrationemployment>

Tone: Positive

- Bonus / Demerit Point
- Company / Brand Mention
- Photo / Image / Logo
- Key Message(s)
- Headline / Newscast Positioning
- Target Audience
- Web Site/1-800 Mention



TRIEC

Toronto Region Immigrant
Employment Council

New Realities. New Opportunities.

Engineer savours success, after a long road to acceptance



Engineer savours success, after a long road to acceptance

March 09, 2011

Florence Li



recession hit.

Liu, 45, hails from Shenyang city in Liaoning province and was a senior electrical engineer and departmental director in charge of 30 employees at an engineering consulting firm. In 2001, he immigrated to Canada with his wife and son.

"My friends had described Canada as this beautiful place. They told me, 'It's going to be so easy for you to settle,' so I was confident. Then, after September 11th, the recession happened and all the IT and engineering jobs disappeared. Even Canadians couldn't find engineering jobs; imagine how difficult it is for immigrants."

Like other newcomers, Liu had to take odd labour jobs just to put food on the table.

"I had to survive, so I took a labour job for eight months, just like everyone else when they come. I worked at a food packaging company for \$8 an hour. Some people think it's not so bad but, for me, I never stopped wanting to go back into my field."

After almost 10 years in Canada, Victor Liu has finally achieved his dream of being recognized as a professional engineer. But the licensing process was so confusing and frustrating, he needed the help of a mentor to guide him along the way. Supplied photo

Before Victor Liu came to Canada from China, his friends told him that, with his experience, he would have his pick of any job. Then 9/11 happened and the

Media Outlet: Thestar.com

Publish date: March 9, 2011

City: National, CA

Reach: 2,377,179



[Click to view PDF document](#)

Notes: Direct URL to the special section:

<http://www.thestar.com/specialsections/immigrationemployment>

Tone: Balanced

- Bonus / Demerit Point
- Company / Brand Mention
- Photo / Image / Logo
- Key Message(s)
- Headline / Newscast Positioning
- Target Audience
- Web Site/1-800 Mention