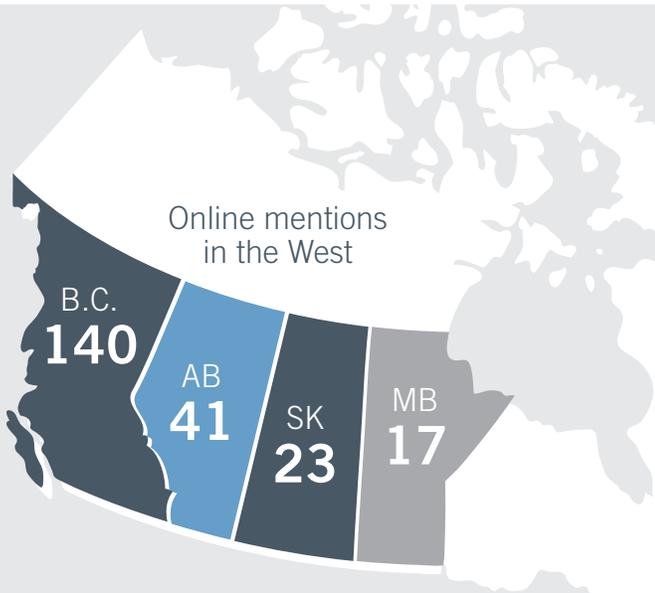


# IN THE NEWS

IN THE NEWS  
COMMENTARY  
MEDIA SNAPSHOT

CANADA WEST FOUNDATION TOTAL ONLINE REACH ↗ APRIL 1 TO JUNE 30, 2015



Total online reach

# 132,566,280

Reach estimates are provided by Meltwater media monitoring service, based on unique visitors to online media and do not include print/broadcast. The Q2 number excludes an MSN.com story that mentioned Canada West Foundation, which would have driven online reach to 362,055,487.

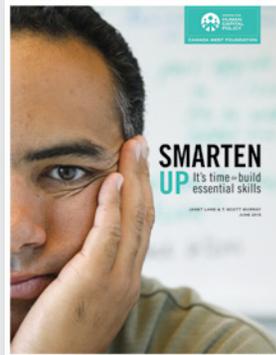
## RESEARCH FOCUSED ONLINE MEDIA REACH

## MEDIA MENTIONS Q2



COMPETENCE IS THE BEST CREDENTIAL

# 901,678



SMARTEN UP: IT'S TIME TO BUILD ESSENTIAL SKILLS

# 18,154,817

91  
NEWSPAPERS

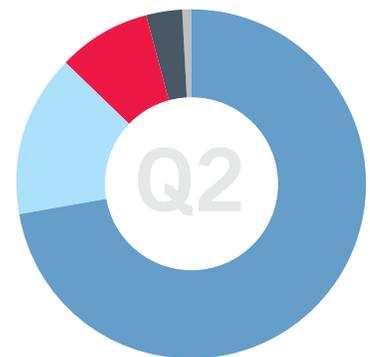
4  
TRADE PUBLICATIONS

19  
NEWS WIRES

1  
TELEVISION

11  
RADIO

MEDIA MENTIONS



Op-ed online reach **6,424,892**



# IN THE NEWS



4 JUNE 2015

A recipe for success starts with some good basic ingredients, just the right amount of spice and some careful simmering. The *Future of North America* event in Calgary started with some remarkable leaders, Robert Zoellick, former head of the World Bank, and U.S. Gen. (Ret.) David Patraeus, former head of the CIA, who were invited by Carlo Dade, director of the Foundation's Centre for Trade & Investment Policy. The spice was a discussion about how the three countries of North America can and should work more closely together to their mutual benefit, by removing long-standing trade irritants and addressing common security concerns. The invitation-only event at the top of the iconic Bow Tower in Calgary drew the attention of regional and national media, including the National Post and Calgary Herald newspapers, CBC and CTV.

The Foundation's Centre for Human Capital Policy also found itself prominently in the news during the second quarter with the release of two major research papers. *Competence is the Best Credential* attracted wide notice for its innovative recommendation that Canada adopt a system of credentialing workers for their specific skills. This system, a complement to a school degree or diploma, helps employers more quickly assess whether potential employees can do the jobs they are being hired to do.



APRIL 2015

Op-eds in support of the paper were published in several western newspapers. Meanwhile, *Smarten Up: It's time to build essential skills* notes that four in 10 workers in the West do not have the skills they need to do their jobs well. The Canadian Press report on the paper's release was carried by dozens of newspapers and broadcast media outlets across the country.

Carlo Dade, of Trade & Investment, also wrote an op-ed for the Winnipeg Free Press on the Trans-Pacific Partnership negotiations and the potential impact on Manitoba.

In Alberta, the election of the first new government in 44 years provided an opportunity for a great deal of commentary. Dylan Jones, our President & CEO, was published in the Globe and Mail; Trevor McLeod, director of the Centre for Natural Resources Policy, wrote a blog post which was updated and published in the Edmonton Journal. Jones was also a guest on the CBC's noon-hour province call-in show, Alberta@Noon; our Senior Economist Janice Plumstead was interviewed on the CBC radio Eyeopener morning drive program; and, Trevor was one of five experts quoted following the announcement that Marg McCuaig-Boyd was appointed Energy Minister.



JUNE 2015

# COMMENTARY

HIGHLIGHTED OPINION ARTICLES IN MAJOR NEWSPAPERS



## We're behind in competency training

**Janet Lane**  
[Winnipeg Free Press](#)  
 Apr. 15, 2015

Most of us remember the feeling of pride we had when we first got our learner's driver's licence. We were a little scared, too. We knew the rules of the road – but we sure didn't know how to drive a car yet.

It would take practice behind the wheel with the help of an instructor before we were ready to set out on our own. The same applies to how we learn to do most jobs. First we learn the theory and then we learn through practice how to apply the theory and become truly competent.

Many countries that are our global competitors are doing better than Canada at certifying their workers as truly competent in their jobs. Workers in those competing countries – including EU countries, the U.K., and regions of the U.S. – don't just have a degree or diploma; they also have proof they can do the job. The fact we don't do the same on a widespread basis is putting our companies at a disadvantage....



## Alberta's NDP must be driven by common good, not ideology

**Dylan Jones**  
[The Globe and Mail](#)  
 May 8, 2015

The New Democrats governed Saskatchewan well during their time in office. The party conquered a massive spending problem, reformed social assistance to provide more support for people actually entering the work force, and established a potash royalty regime that led to much development, among other things.

Saskatchewan voters also chose well when they elected Brad Wall, leader of the conservative Saskatchewan Party, at a time when the province was ready for a more optimistic tone and more growth in the private sector.

One of the exciting things about a party winning unexpectedly, as the NDP did in Alberta this week, is that most of its candidates will have entered politics because of their values rather than the draw of power. This is refreshing, but also presents challenges. Government is seldom about silver-bullet solutions or the dogged pursuit of a single goal. Bridges and coalitions need to be built, and multiple values must be weighed. No matter who elected them, governments must always govern for all the people of the province....



## To thrive in the TPP, Canada has to do better diplomacy

**Carlo Dade**  
[iPolitics.ca](#)  
 Jun. 26, 2015

News out of Washington D.C. that the 12-nation Trans-Pacific Partnership (TPP) trade negotiations have lurched back to life, following the U.S. Senate's vote to grant fast-track authority to President Obama, is being hailed as good news for Canada. And so it is — but not only for the reasons being articulated.

Political delays in the U.S. have pushed consideration of a final deal on the TPP — a proposed international trade agreement being negotiated by Canada, the United States, Mexico, Australia, Japan, New Zealand, Malaysia, Singapore, Vietnam, Chile, Peru and Brunei — past the coming federal election. That lets the government off the hook — or pitchfork — on making the inevitable concessions on Canada's farm supply management system in the teeth of an election campaign, which is good news for the prime minister.

The delay also offers a much needed breather for the rest of the country. Most Canadians have no idea if the TPP is a trade agreement, a rock band or a brand of toilet paper....

# MEDIA SNAPSHOT

## HIGHLIGHTED ARTICLES

### 5 people give their 2 cents to Alberta's new energy minister

Tracy Johnson [CBC News](#) May 25, 2015

Trevor McLeod is the director of the Centre for Natural Resources Policy with the Canada West Foundation. But, before than he worked as a public servant in Alberta energy department. He says the minister doesn't have to be an expert.

"In three years, I saw four ministers," said McLeod. "My advice is actually quite practical and it pertains to the public service side."

"It is to take the time to get to know your team. Despite what you might sometimes hear, there are some very talented people in the department of energy. Often they are not in the places you expect to find them.

### Lack of certain job skills hurt productivity in Western Canada: study

[The Canadian Press](#) Jun. 1, 2015

A new report says missing job skills in industries from retail to engineering are hurting Western Canada's productivity.

The study by the Canada West Foundation says 40 per cent of employees could perform better if they improved on basic skills like math, reading and writing.

It says roughly half of people who didn't finish high school are missing such essential skills, while 30 per cent of university graduates are also lacking skills needed for their jobs.

The report also says immigrants have skills shortages of between 10 to 16 per cent higher than the non-immigrant population.

### Ewart: Energy 'revolution' for further North American integration

Stephen Ewart [National Post](#) Jun. 2, 2015

Revolutions — from military to social to technological — have altered the course of history as they change the prevailing political dynamic.

The "fracking/shale revolution" that has transformed the oil and gas world in the past decade has profoundly altered the outlook for energy in the United States — the world's largest consumer and now a resurgent

and increasingly influential producer. The most significant energy transformation in North America since the oil shocks of the 1970s is also touted as the potential catalyst to reinvigorate stalled efforts to increase economic integration.

"Energy is a potential game-changer on many levels," says Robert Zoellick, a former president of the World Bank and now the chairman of Goldman Sachs International Advisors. "The change in energy, in all three countries, is the principle force in driving change to re-look at this."

Zoellick and David Petraeus, the former CIA director and four-star general in the U.S. army, co-chaired a task force for the U.S.-based Council on Foreign Relations which issued a report last October titled North America: A Time For A New Focus that calls for closer ties between Canada, the United States and Mexico.

The two will be in Calgary on Thursday with Canadian and Mexican representatives for a session with a blue-chip business audience titled A Discussion on The Future of North America hosted by the Canada West Foundation and the U.S.-based Center for a Free Secure Society.

### Alberta's Industrial Heartland welcomes NDP approach to oil and gas processing

[The Canadian Press](#) Jun. 30, 2015

Alberta's NDP government has made it clear it would prefer to see less of Alberta's resources ripped and shipped, and more processed into higher value products at home.

But much remains unknown about how, precisely, the NDP may opt to encourage more value-added activity. And many question whether it's even government's place to get involved....

...Janice Plumstead, senior economist at the Canada West Foundation, cautions that when project economics and politics mingle, things can get tricky.

"When you get into a situation where you're overcommitted, it's difficult to back down from a decision that might not pay off in the end."



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[www.cwf.ca](http://www.cwf.ca)