



# WOMEN WHO ROCK

## AUCTION *for* ACTION

REPORT 2018



# MESSAGE FROM THE PRESIDENT & CEO



Like many girls growing up in the Soviet Union, I dreamt of becoming a professional ballerina. Then later in life, a high-profile lawyer. Mining was never in the picture. While practising law, I found myself looking for inspiration. With my natural tendency to challenge stereotypes, I cultivated a strong passion for mining - so strong that I decided to pursue a career in the industry, against all odds.

I am very fortunate and I am forever grateful to my amazing mentors, who have been instrumental in shaping my career – inspiring me when positive reinforcement was needed and challenging me when a push was required. It's no coincidence that when I founded Women Who Rock (WWR), the first undertaking was to focus on mentorship.

Despite some challenges along the way, long hours and the complexity of the Auction event this mentorship program brings tremendous satisfaction to me and also to the whole WWR executive team.

Looking back at all the incredible connections and

long-lasting relationships that flourished from the Program, the effort was so worthwhile. Now, we are ready to move forward and unveil the mystery of sponsorship. This affirmative action is undertaken by an individual/sponsor who is in position of power and actively advocates on your behalf. Sponsorship is a two-way street and this type of investment needs to be earned which requires proactive steps on the part of the sponsoree.

Leading the way forward, we aspire to empower our members, to be recognized as high-achieving performers, to stand out from their peers, to connect their achievements to business goals and to show their sponsor and organization how they add value.

*Elena Mayer*

President & CEO  
Women Who Rock

# OUT OF THE BOX EVENTS

CREATIVE THINKING IN ACTION



When I was first approached by Elena, three months before the first Auction, I saw the potential for the event and I understood what she wanted to achieve. Her vision was inspiring but it lacked detailed logistical and marketing plans.

Executing someone else's vision and passion is an ambitious undertaking. With 14 years of planning and implementing "the mega-event" that is the PDAC Convention, I was not phased by the complexity nor the short lead time to plan and deliver this multi-component event. Breaking it down step-by-step is always my approach. The first step was to develop ways for each stakeholder to benefit from each aspect of the event while making it a 5-star entertaining experience. With that idea in mind, I proposed adding a charity component where proceeds from the bidding would be donated to a deserving charity. This created a circle of benefits flowing from the champions and sponsors to the students and mentees and back to the community.

The high-profile of the Auction participants and the magnitude of the occasion called for a matching high-calibre venue just like the perfect setting for a beautiful gemstone. Strategically thinking about maximizing sponsorship dollars, I offered the hosting venues a partnership whereby we would receive a significant discount, in exchange for exposure to sought-after mining dollars.

I committed to help just once ... five years later, I am still creating and executing first-class events that connect aspiring women to the industry. I am very proud to work alongside my WWR team and I look forward to continue creating out of the box events and value for the mining sector.

*Deborah Breckels*

Chief Operating Officer, Women Who Rock  
President, Attention to Detail Events & Consulting



# CHANGING PERCEPTIONS & INSPIRING NEW THINKING

Since our beginning in 2014, WWR has grown into a well-known and respected organization within the mining industry with more than 800 active and diverse followers in Canada. With male and female members from the mining companies, academia, not-for-profit organizations, legal firms, consulting firms, supply and service industries, WWR has become a key stakeholder and has spearheaded innovative changes to improve the image of our industry.

Through collaboration with industry partners and our commitment to showcasing unique events, we have ignited curiosity and connected aspiring women to leaders in the sector. We continue to be an integral part of the industry's efforts to attract, develop and retain women in mining. We continue to lead the way forward, with a strong commitment to empowering women and to improving gender diversity through positive change.

## OUR EXECUTIVE TEAM

**Elena Mayer** President & CEO, WWR | Client Relationship, Senior Manager, Mining, PwC Canada  
**Deborah Breckels** Chief Operating Officer, WWR | President, Attention to Detail Events & Consulting  
**Ran Maoz** Finance Director, WWR | Analyst, Tax Policy and Capital Markets, PDAC  
**Sophie Bertrand** Executive Director, WWR | Manager, Health, Safety & Sustainable Development, Yamana Gold

**Lorena Tere** Marketing Director, WWR | EIT, Hatch  
**Kostanca Tere** Communications Director, WWR | EIT, Imperial Oil  
**Antonia Salvas** Stakeholder Relations Director, WWR | Sales & Marketing Manager, Centric Mining Systems  
**Linda Wang** Project Management Director, WWR | Manager HR Technology and Process, IAMGOLD

WWR Executive Team members



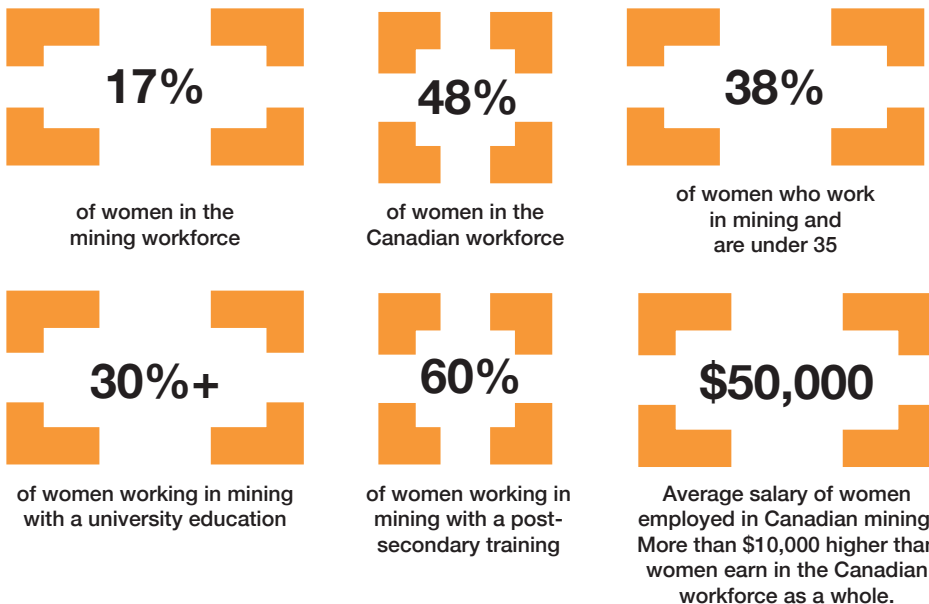
# WHY MENTORSHIP?

It is widely acknowledged that the mining industry is facing a skills shortage. It is predicted that within the next few years this will lead to an increased leadership gap for the industry. Therefore, it is important for mining companies and other organizations to work closely with the sector to start developing a solid leadership base for the future.

## CHALLENGES

Many thanks to the Mining Industry Human Resources Council (MIHR) survey for providing the following profound results – a catalyst for WWR to strengthen our programs and develop new initiatives.

### MINING INDUSTRY TALENT ATTRACTION & RETENTION CHALLENGES\*



\*As identified in the Mining Industry Human Resources Council (MIHR) study "Strengthening Mining's Talent Alloy, Exploring Gender Inclusion" (SMTAEGI) funded in part by the Government of Canada's Sectoral Initiatives Program and published in 2016.

One of the main **BARRIERS** to **WOMEN's** recruitment, retention and **ADVANCEMENT** in **MINING**:

**Lack of mentors and social networks are the biggest challenges precluding women from "exploring" a career in the sector.**



L to R: Zaineb Al-Faesly, Bachelor in civil engineering, University of Ottawa with John Bianchini, President & CEO, Hatch



L to R: Solange Gonzalez, Associate, Carey LLP with Marie Inkster, CFO, Lundin Mining Corporation



L to R: Candice Link, Petroleum Inspector, Ministry of Natural Resources and Forestry with Aaron Regent, Founding Partner, Magris Resources

# AUCTION FOR ACTION

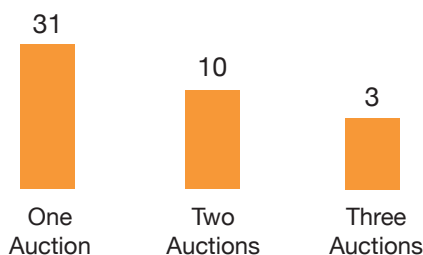
SINCE 2014 | TORONTO & VANCOUVER

*Our flagship event*

Mentorship has been identified as one of the most powerful ways to inspire the next generation of mining professionals. The Auction for Action offers unparalleled opportunities for mentors and mentees to meet and develop professional relationships,

which contribute to and strengthen the number of women in leadership positions in our industry. Women mentees can bid on a one-hour mentorship meeting with influential female and male leaders in the mining industry.

## OUR MENTORS' PARTICIPATION



## MENTORS DISTRIBUTION BY GENDER



With five successful auctions to-date, the results speak for themselves



800+ attendees



44 mentors



70 mentees



10+ sponsors

## THANK YOU TO OUR MENTORS

We would like to thank each and every mentor for your starring role in this unconventional event. Thank you for your sense of humour and willingness to be auctioned off and most importantly your commitment to mentor the next generation of mining leaders.

**Dr. C.D. ('Lyn') Anglin** Chief Scientific Officer; Imperial Metals  
**Ian Ball** President & CEO; Abitibi Royalties  
**Carol Banducci** EVP & CFO; IAMGOLD  
**Egizio Bianchini** Managing Director; BMO Capital Markets  
**John Bianchini** CEO & President; Hatch  
**Gary Brown** CFO; Wheaton Precious Metals  
**David Bryson** CFO; Hudbay Minerals  
**Robert Buchan** Chairman; Allied Nevada Gold  
**Geoff Burns** CEO; Pan American Silver  
**Alan Coutts** President & CEO; Noront Resources  
**Lisa Davis** CEO; PearTree Securities  
**Stephen de Jong** Chairman; Integra Resources  
**Daniella Dimitrov** Partner, Sprott Capital Partners, Corporate Director, Nexa Resources, International Petroleum, Excellon Resources  
**Rob Doyle** CFO; Pan American Silver  
**Catharine Farrow** CEO; TMAC Resources  
**Brady Fletcher** Managing Director; TSX Venture  
**Ginny Flood** Vice President, Canada; Rio Tinto  
**Joanne C. Freeze** President & CEO; Candente Copper  
**David Garofalo** President & CEO; Goldcorp  
**Rick Howes** President & CEO; Dundee Precious Metals  
**Marie Inkster** CFO; Lundin Mining  
**Maureen Jensen** Chair & CEO; Ontario Securities Commission

**Kendra Johnston** President; Independence Gold  
**Wendy Kaufman** CFO; Primero Mining  
**Pierre Lassonde** Chairman; Franco-Nevada  
**Candace MacGibbon** CEO; INV Metals  
**Jennifer Maki** CEO; Vale Canada  
**John McCluskey** President & CEO; Alamos Gold  
**Rob McEwen** Chairman & Chief Owner; McEwen Mining  
**Emily Moore** Managing Director; Innovations, Hatch  
**Steve Mullowney** Partner; PwC Canada  
**Dave Pathe** President & CEO; Sherritt International  
**Ian Pearce** Director; New Gold  
**Scott Perry** President & CEO; Centerra Gold  
**Matthew Quinlan** CFO; Dominion Diamond Corporation  
**Aaron Regent** Founder & Managing Partner; Magris Resources  
**Paul Rollinson** President & CEO; Kinross Gold  
**Sean Roosen** CEO; Osisko Gold Royalties  
**Randy Smallwood** President & CEO; Wheaton Precious Metals  
**Michael Steinmann** President & CEO; Pan American Silver  
**Edie Thome** President & CEO; AME  
**John Vettese** Executive Chairman; Cassels Brock  
**Jose Vizquerra Benavides** EVP, Strategic Development; Osisko Mining  
**Steve Wood** COO; Sherritt International





L to R: Allison Carson, MBA, Schulich School of Business with Carol Banducci, Executive Vice President & Chief Financial Officer, IAMGOLD

“

I have participated in the Women Who Rock Mentorship Program for a number of years. It has given me the opportunity to meet incredibly talented young women who share a similar passion for mining. The mentorship experience is built on trust and based on open and honest dialogue of the professional and personal challenges of building a rewarding career in this sector. I have tried to be helpful and constructive. At the same time, I have found the interactions with the mentees to be very insightful and personally rewarding.

Carol Banducci, Executive Vice President & Chief Financial Officer, IAMGOLD

“

Many thanks for a fun evening. I haven't been sold very often, so it is still a relatively new experience. Congratulations to the WWR executive team on the fabulous turnout and this unique idea.

Rob McEwen, Chairman & Chief Owner, McEwen Mining



L to R: Paul Rollinson CEO, Kinross Gold; Ian Ball, President, Abitibi Royalties; Rob McEwen, Chairman & Chief Owner, McEwen Mining



L to R: Daniella Dimitrov, Partner, Sprott Capital Partners, Corporate Director, Nexa Resources, International Petroleum, Excellon Resources with Margarita Cargher, MBA, Schulich School of Business

“

I have been a mentor with Women Who Rock as well as a member of its advisory committee for a number of years. I believe that, for the mentee, mentorship can be empowering, can build confidence, provide opportunities for learning from the experiences of others and can provide different perspectives. For the mentor, it is a rewarding and, similarly, an educational experience.

Daniella Dimitrov, Partner, Sprott Capital Partners, Corporate Director, Nexa Resources, International Petroleum, Excellon Resources

# MENTEES

## THE “I WANNA BE MENTORED” COMPETITION

We created the “I Wanna Be Mentored” competition to remove entry barriers to mining and create opportunities for students to gain exposure to the industry. A female student is championed by an organization to bid on and be mentored by a mining leader of her choice. The financial contribution funds one-hour of personal mentorship time with the respective executive.

### OUR MENTEES

### UNIVERSITIES & FIELDS OF STUDY



Brock University  
McGill University  
Ryerson University  
University of British Columbia  
University of Ottawa  
University of Toronto  
University of Victoria  
Western University  
York University

Out of 70 mentees,  
25 were students  
  
18 were mentored with  
funding from the “I Wanna Be  
Mentored” competition

Geology and earth science  
Various engineering disciplines  
Business and finance management  
Political science  
Law studies



## THANK YOU FOR CHAMPIONING THE “I WANNA BE MENTORED” COMPETITION WINNERS

### FOUR-YEAR SUPPORT



### ONE-YEAR SUPPORT



“

I met my mentor Michael Steinmann for lunch in Vancouver, where he is based, and had a very insightful conversation about career planning and opportunities for growth. He was very generous with his time and asked questions that made me consider aspects that I had not considered before.

Silvana Costa, Corporate Manager, Environment and Social Responsibility, New Gold met with Michael Steinmann, President & CEO, Pan American Silver Corporation



“

During my lunch with Pierre, he shared both his professional and personal lives. Pierre opened up easily, discussing much personal detail that I thought was truly touching and very much enjoyed. Some of his words of wisdom that stood out to me: On success: “Do your 10,000 hours to get that preparation, then get on as many roads as you can, get naked on the freeway, and opportunity will come.” On balance: “Categorize your life into three buckets - work, charitable, family and friends, and you will be deeply rewarded.” On his love of sports cars: “Never buy a red Ferrari, because then everyone will know it’s your only one.”

Alexandra Horwood, Wealth Management, Portfolio Manager, Richardson GMP won time with Pierre Lassonde, Chairman, Franco-Nevada



“

During our lunch, Jose and I discussed what I would like to do in the industry and what positions I might enjoy based on my interest and hobbies. We also discussed how the industry has changed since he entered and what I can expect as my career moves forward. I was totally surprised when Jose said that he would be interested in giving me a position at Osisko Mining. This position would not only introduce me to the industry, but also provide me with crucial hands-on experience. From this lunch alone, I have gained a better insight into mining. I have been taught what I can expect from the industry at this point, and what to expect as I move forward in my career. I have also learned what positions I might enjoy best based on my interests.

Jaime-Lee Bruce, Geoscientist in training, Brock University, winner of the “I Wanna Be Mentored” Competition met with Jose Vizquerra – Benavides, EVP, Strategic Development and Director, Osisko Mining



# GOING ONCE, GOING TWICE... | AUCTIONEERS



Anthony Vaccaro, Group Publisher, The Northern Miner Group

Have you ever emceed your sister's wedding? The onus to deliver a stellar "performance" is off-the-charts, but nothing compared to the ultimate nerve-wracking experience of the Auction. We are so fortunate that our Auctioneers clearly have nerves of steel. Our "simple" instructions: "read the bios but keep the pace going", "be funny but don't make frivolous jokes", "read the rules but keep it light", "sell the 'items' quickly, but torture them first".

It takes a special kind of person and tons of courage to take centre stage at the Auction. The success of each event is directly connected to your sense of humour, creativity and ability to ignore our instructions.

Our heartfelt gratitude to **Richard Ross**, **Michelle Hassen**, **Julie Lassonde**, **Marelize Konig**, **Emily Moore** and the "star of the show" **Anthony Vaccaro**.

## AUCTION FOR ACTION | CHARITIES OF CHOICE

We are proud to partner with and support these deserving charities and are thrilled that our contribution makes a difference.



“

We have embarked on a project with Girl Guides of Canada and the Government of Manitoba to create curriculum for a series of geoscience badges. With your approval, I would like to allocate the donation from Women Who Rock to support this important initiative.

**Laura Clinton**, Executive Director, Mining Matters

“

By choosing us as the recipient of the Auction proceeds, you helped a number of young girls. Because of the low overhead costs we are able to maintain, 100% of the event proceeds that have been directed towards our projects. In particular, your support enabled Alma to provide initial funding to a new partner project in Iquitos, Peru, called Etsa. The project is run in one of the slums of Iquitos — one of the areas with the poorest academic test results in Peru.

**Alma Children Foundation**

# SPONSORS & PARTNERS

WE ARE PROUD TO SHARE OUR SUCCESS WITH OUR SPONSORS AND PARTNERS

THANK YOU FOR BELIEVING IN US SINCE OUR INCEPTION



## PARTNERS





# LEAD THE WAY FORWARD BE A PART OF WWR

BECOME A MEMBER | COLLABORATE AND  
PARTNER | ATTEND OUR EVENTS AND PARTICIPATE  
IN OUR PROGRAMS | INVITE WWR EXECUTIVES TO  
FACILITATE PANELS | SPONSOR

Get in touch and follow us on social media:

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