

# Mining



# Matters

## Teck and Vale: Investing in our Future

Teck recognizes **PDAC Mining Matters** as an integral part of its community, as an educational force working to build awareness of the Earth sciences and the importance of the minerals industry. Teck has supported the education efforts of **PDAC Mining Matters** since 1994, before the organization achieved charitable status in 1997. This past year, Teck generously donated \$30,000 and also, over the last few years, has provided thousands of *Elements for Life* puzzles and word games for use in our curriculum kits and at public outreach events. **PDAC Mining Matters** would like to thank Teck for its sustained and significant contributions to our educational program.

Headquartered in Vancouver, Teck is Canada's largest diversified resource company committed to responsible mining and mineral development with major business units focused on copper, steelmaking coal, zinc and energy. Through its Community Partnership programs, Teck supports groups involved with arts and culture, education, the environment, medical research and health, and social and community issues. We greatly appreciate the company's dedication to supporting and strengthening our communities.

Vale dreams big. The company, headquartered in Brazil and currently the second largest mining company in the world, aims to be the largest. It also means to surpass the established standards of excellence in research, development, project implementation, and business operations.

At **PDAC Mining Matters**, we're excited that Vale is helping us to dream big, too. We are extremely grateful for the company's generous commitment of \$75,000 over the next three years. Vale says, "There can be no future without mining. And there can be no mining without caring about the future." By donating to **PDAC Mining Matters**, Vale gives substance to "caring about the future," investing in mineral resources education that promotes understanding of the mining industry and encourages young people to take on its challenges. Thank you Vale.

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Teck



## Donor Spotlight



**Mr. Robert McEwen** is no stranger to giving; he and his wife Cheryl are renowned philanthropists who focus their community support on health care and education, particularly leadership development. In 2006, they opened the McEwen Centre for Regenerative Medicine at University Health Network in Toronto (Canada's largest

research hospital complex). Over the past eight years, they have donated in excess of \$50 million.

The McEwens recognize that their giving directly invests in the future. **PDAC Mining Matters** is thrilled that Robert McEwen has chosen, this year, to donate \$25,000 to support our educational programs. We are grateful for his generous gift, an investment in the future of the mining and minerals industry.

"The PDAC is the heart and soul of exploration," McEwen says. "Its unique education program shows our children the beauty and variety of the Earth's minerals and informs them about the important role of minerals in the world's economy. It also highlights the exciting opportunities in our industry for further education, employment, travel, wonder, and the thrill of discovery."

*"... unique education program shows our children the beauty and variety of the Earth's minerals and informs them about the important role of minerals in the world's economy."*



**Mr. Edward Thompson,** past president of the PDAC, has been an absolute champion to **PDAC Mining Matters**, providing leadership and unfailing willingness to promote our program. In recent years, he has particularly enlightened members of the mining industry about the significant tax benefits of donating flow-through shares to support our

charitable mission. We are deeply indebted to Mr. Thompson for his support.

"Donating flow-through mining shares is a particularly attractive tax strategy for the investor. The net purchasing cost is considerably lessened between the original tax write-off and further deductions resulting from a charitable receipt," says Mr. Thompson.

McEwen has been associated with the mining industry for 29 years, starting in the investment industry, then moving into the mining sector. The founder of Goldcorp Inc., he took the company from a market capitalization of \$50 million to over \$10 billion. He is currently the Chairman and CEO and largest shareholder of US Gold, Minera Andes, and Lexam Explorations, exploring for gold, silver, copper, and oil and gas in Canada, USA, Mexico, and Argentina.

The following are just a few of McEwen's numerous awards:

- 2003: The Northern Miner Newspaper—Mining Man of the Year
- 2004: Canada Museum Association—Outstanding Achievement Award for Philanthropy
- 2005: York University—Honorary Doctor of Laws Degree
- 2006: Canadian Business Magazine—Canada's Most Innovative CEO
- 2007: Government of Canada—Order of Canada (Canada's highest civilian award)

We appreciate Robert McEwen's far-sighted recommendation to follow his lead. He says, "I encourage you to contribute to Mining Matters, allowing it to expand its programming, so that one day, we may see informed Canadians once again encourage, protect, and value the contribution that exploration and extraction makes to our lives."

Mr. Thompson, President of E.G. Thompson Mining Consultants Inc., is a professional engineer and geologist with over 50 years of management experience in the North and South American mining industry. He graduated from the University of Toronto in 1959 with a Bachelor of Applied Sciences in Mining Geology and went on to get his MA in Economic Geology as well as a Master of Applied Sciences degree from the University of Toronto in 1960. His career started with Teck Corp. as a geologist. He progressed into senior positions, and over the years has served as president and CEO of Lacana Mining Corp., president of Thompson Lundmark Gold Mines Ltd., president of Mingold Resources (Minorco Group), and chairman, president and CEO of Sparton Resources. He has also served as Treasurer and Director of the Canadian Mining Hall of Fame. As a director of several publicly-traded mineral exploration companies, Mr. Thompson has strived to preserve the junior mining industry in Canada.

## Mining Matters Thanks Wardrop and Clients

In March, 2010, Wardrop, a Tetra Tech company, brought together a number of its mining and mineral industry clients at a Charity Mineral Auction to raise a much-appreciated \$18,125 for **PDAC Mining Matters**. The event, held in conjunction with the PDAC Annual Conference, Trade Show and Investors Exchange, took place at the Royal Ontario Museum in Toronto.

Twenty-one Wardrop clients generously donated rock samples and fine mineral specimens from their mines around the world. One highlight was the \$3,600 sale of a crystalline gold nugget with 22.3 grams of gold, donated by Barrick Gold Corporation from its Nevada Round Mountain Mine.

Teck also added a special touch to the evening. As official metal supplier for the 2010 Olympic Winter Games medals, they brought a set of the Olympic medals for all to see. Guests could, for a nominal donation to **PDAC Mining Matters**, have their photo taken with the medals.

Debbie Hendsbee, Wardrop's Division Manager, Business Strategy and Development, Mining, and a member of the PDAC board of directors, was a key initiator of the Charity Mineral Auction event. She says, "The entire evening was an incredible success thanks to our many clients who donated the mineral samples and guests who made generous contributions for a great cause."

## Hole in One for PDAC Mining Matters

Every year, we cross our fingers and hope sunshine and enthusiastic sponsors will appear for the annual **PDAC Mining Matters Diamond in the Rough Golf Classic**. For our fourth annual Golf Classic, held at the lovely Woodington Lake Golf Club, the skies opened but we had player and sponsor response that surpassed our hopes. Despite the wet weather, we felt like we'd scored a hole in one. The event raised \$45,000, a significant amount that will help support our program development and delivery.

Exciting auctions, collegiality, and highlights like the Luck of the Irish Baileys Hole and the ever-so-popular Jamaican Jerk Chicken Hole all contributed to a truly memorable day. And we won't soon forget the challenge of hitting a golf ball with a baseball bat while dressed up like a famous baseball player, or digging into Häagen-Dazs® ice cream.

We'd like to thank all our sponsors for helping to make this fundraising event such a remarkable success. We would like to particularly recognize our Diamond Sponsor, IBK Capital Corp., which has consistently led the way in supporting what has become a signature event in our industry.

**PDAC Mining Matters** brings Earth science and mineral resources to life in classrooms across Canada. Since 1994, more than 400,000 students have benefited from our award-

winning educational resources, career mentoring, and skills-building workshops for teachers. We are grateful to all our supporters for their commitment to mineral resources education.

Plan now to attend our fifth annual *Diamond in the Rough Golf Classic* on June 2, 2011. See you on the green!



## PDAC-Caracle Cup Hockey Tournament

The third annual PDAC-Caracle Cup Hockey Tournament was a terrific success. Thanks to the many sponsors, this year's tournament raised nearly \$26,000 for **PDAC Mining Matters'** education initiatives. Special thanks go to Caracle Creek International Consulting Inc. and the PDAC for their significant contribution in coordinating the event.

The tournament features twelve teams from across the country. The teams play on NHL-size ice sheets at Canlan Ice Sports in North York, in a modified round-robin format, culminating in an exciting championship game and consolation games. The champions get the honour of having their team and players' names forever enshrined on the prestigious Caracle Cup.

The tournament has become an important annual fundraising event to support our education efforts and is an industry favourite for networking and friendly competition on the ice. We're pleased to say that, each year, the limited number of sponsorships sell out quickly. If your company would like to put together a team for the fourth annual event, please contact Amanda Dillon at 416-863-6463 ext 321 or [adillon@pdac.ca](mailto:adillon@pdac.ca).

We look forward to seeing you at Canlan Ice Sports on Saturday, March 5, 2011!

## In-Kind Kindness



**PDAC Mining Matters** extends a hearty vote of thanks to Carol Burns for her commitment and valuable contribution to our organization. Carol, a partner and member of the Tax Group at Aird & Berlis LLP, has supported us by generously serving as secretary on our Board of Directors for the last decade.

Carol's practice focuses on income tax with an emphasis on corporate taxation. She contributes to *Tax Profile*, *TaxLine* (a monthly newsletter that examines current tax issues of interest) and *Canadian Tax Highlights*. Carol serves as lecturer for the Aird & Berlis LLP Tax Breakfast Club, which provides accountants with interesting and informative updates on topical tax issues. Carol is a member of the Canadian Tax Foundation. She has a B.Sc., LL.B. and MBA from Dalhousie University.

Aird & Berlis LLP comprises a diverse group of more than 120 of Canada's most talented lawyers. The firm provides a wide range of legal services for Banking, Corporate/Commercial, Corporate Finance, Energy, Environmental, Insolvency and Restructuring, Litigation, Municipal and Land Use Planning, Real Estate and Tax.



Since our charitable registration in 1997, **PDAC Mining Matters** has been fortunate to have Alan Froggatt and BDO Canada LLP provide in-kind auditing services, for which we are very thankful.

BDO Canada LLP is one of Canada's largest accounting service firms, with 95 offices across Canada. BDO's services

include assurance, accounting and taxation services, and financial advisory and corporate recovery.

Al has over 35 years experience as a chartered accountant, providing advice to entrepreneurial-minded businesses. He specializes in the manufacturing, distribution, and professional services sectors, with a focus on mid-size businesses, owner-managers, and family businesses. He also serves a number of not-for-profit organizations, assisting management in meeting the needs of key stakeholders.

Al was Chair of the Board for the Ajax-Pickering United Way, and in June, when he stepped down from this position, he was presented with the Trillium award on behalf of the United Way. Al recently retired from BDO Canada LLP. We wish him well in the years ahead and again thank him for his generous support.

## Mineral Resources Student Workshop Series: Rural Newfoundland and Labrador

**PDAC Mining Matters** has received the go-ahead to deliver our *Mineral Resources Student Workshop Series* in rural Newfoundland and Labrador for junior, intermediate, and senior students. The program has been made possible by a \$15,000 grant from the Canadian Geological Foundation. The foundation is dedicated to furthering geoscience in Canada and plays a key role in sustaining geoscience education, outreach, and awareness across the country.

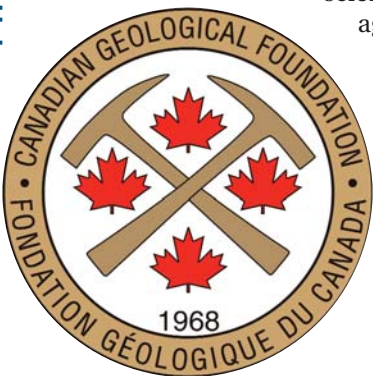
In partnership with the Government of Newfoundland and Labrador Geological Survey, **PDAC Mining Matters** has developed interactive, hands-on workshops that include students in participatory Earth science learning, exposing them to age-appropriate, scientifically accurate information about our country's rich mineral resources. The *Mineral Resources Student Workshop Series* will provide teachers with the training and classroom resources they need to confidently deliver their Earth science curriculum

year after year. Expert workshop facilitators will target under-served rural communities, modelling exceptional classroom practices and giving participating teachers complete teaching resources, including the necessary teaching tools.

Unfortunately, students are largely unaware of how Earth science impacts their lives and know little about the many career opportunities within this field. The *Mineral Resources Student Workshop Series* is intended to spark student interest and actively engage them in Earth science to their potential benefit.

A minimum of 20 classrooms are projected to participate in the first year of this program. Estimating an average class size of 25 pupils per teacher, we expect approximately 500 students to benefit during the first year. Projecting results over three years, we at **PDAC Mining Matters** are thrilled to think that these teachers could inspire an estimated 1500 students by offering exceptional Earth science learning experiences.

**PDAC Mining Matters** wishes to thank the Canada Geological Foundation for their generous support of this important initiative.



## A Teacher's Take on the PDAC Convention

For the last three years, **PDAC Mining Matters** has invited educators to experience the annual PDAC International Convention, Trade Show and Investors Exchange, held in March, in Toronto. Our three days of programming—one for teachers and two for students—feature guest speakers, workshops, and visits to the trade show floor. This **PDAC Mining Matters** education program would not take place without the continued logistical and financial support from the PDAC and IBK Capital Corp. We extend our sincere gratitude to both.



We thank grade 4/5 French immersion teacher Sally Warburton, from the Toronto District School Board, for describing her experience at the 2010 conference.

This was the first time I'd attended the Mining Matters Workshop offered to teachers, and I was very, very glad that I had signed up, so I'd like to share my thoughts with you.

Being able to visit the PDAC Trade Show and meet people from all over the world was wonderful. Learning about mines located in Canada and throughout the world and the types

of mining done there was fascinating. The whole mining industry was represented there—machinery, airplane companies, investors, geologists, map makers, ecologists—which for me, as a teacher, introduced me to the many future job opportunities available to my students. I gathered many resources for use in my class with my students.

The lunch time with the Mining Matters group allowed the teachers to share what they'd seen and learned while visiting the Trade Show. The Keynote Speaker, Eira Thomas, Executive Chairman, Stornoway Diamonds Corp. was excellent. I learned so much from her talk about the diamond mining industry in Canada, about the way mines are constructed in consideration to the environment, and about the many career opportunities for our young students. I felt her excitement and enthusiasm about the mining industry. You couldn't have selected a better speaker to communicate this message to teachers. I feel honoured to have been present when she was speaking.

The afternoon workshop *Deeper and Deeper* for junior teachers was very informative. We did hands-on activities based on the rocks and minerals kit we received for our classrooms. We investigated the importance of rocks, minerals, and mining in our daily lives and explored the costs and benefits of using natural resources.

It was a very beneficial day for me as a grade 4 classroom teacher who teaches the rocks and minerals science topic. Thank you very much for this wonderful professional development opportunity.

Mme Sally Warburton  
Sir Adam Beck Junior School



## Canadian Ecology Centre Champions Modern Mining

More than 30 teachers gathered at the Canadian Ecology Centre (CEC) in August, to take part in a sold-out Teacher's Mining Tour designed to educate them about the realities of modern mining in Ontario. The CEC, situated in Samuel de Champlain Provincial Park, near Mattawa, is one of Canada's leading environmental and experiential learning centres.

The Teacher's Mining Tour is a professional development program for Ontario teachers and teachers in training. Participating teachers can use it to earn part of their Environmental Science Additional Qualification through Nipissing University and the Ontario College of Teachers.

Teachers were introduced to contemporary prospecting and development through classroom learning and field trips, including a geology tour, a trip to Dynamic Earth in Sudbury, and an eye-opening underground visit to Xstrata's Nickel Rim South mine, one of the world's most modern and environmentally responsible mining operations. They met with professional geologists, miners, environmental technicians, and prospectors, and visited mine supply and service operations in North Bay. In **PDAC Mining Matters** training workshops, teachers experienced the hands-on learning style and rich resources of the curriculum resources *Deeper and Deeper* and *Discovering Diamonds*.

This professional development opportunity was sponsored by the Canadian Institute of Mining, the Ontario Mining Association, the Metal Mining Society, EdGEO, and local stakeholders. Thanks to them all, teachers were able to get an inside view into the workings of the minerals industry, allowing them to better educate their students.

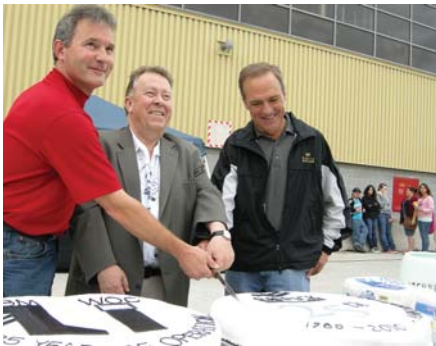
## Celebrating a Special Anniversary

On June 19, Barrick Gold Corp. celebrated 25 years of operating its Hemlo property, consisting of David Bell, an underground mine; Williams, an underground and open pit mine; and the shared mill operation.

Invited by Roger Souckey, Superintendent, Employee Relations, Barrick Gold Corp., **PDAC Mining Matters** joined the party, engaging 450 high school and elementary students over two days with hands-on activities and interactive presentations communicating the importance of mineral resources. Each teacher was provided with our *Deeper and Deeper* resource kit. During our time there, we were also able to connect with students from Pic Mobert First Nation and Pic River First Nation.

The Honourable Michael Gravelle, Minister of Northern Development, Mines and Forestry, was on hand to congratulate Barrick for 25 years of operation and job provision for the surrounding communities.

Approximately 1,500 people enjoyed the official ceremonies, feasting on a BBQ lunch and taking tours of the underground, open pit, and mill operations. Thank you Barrick for inviting **PDAC Mining Matters** to participate in the festivities. Congratulations on 25 years of operation!



From left to right: Chris Woodall, General Manager, Hemlo Operation, Barrick Gold Corp., Hon. Michael Gravelle, Minister of Northern Development, Mines and Forestry, Gregory Lang, Regional President, North America, Barrick Gold Corp.

## PDAC Mining Matters Expands Aboriginal Youth Outreach

Now in its third year of offering an Aboriginal youth outreach program, **PDAC Mining Matters** has considerably expanded its audience. Besides being welcomed back to the First Nations Natural Resource Youth Employment Program (FNNRYEP) in Upsala, Ontario, and the Manitoba Natural Resource Camp in northern Manitoba, Aboriginal Education Specialist Barbara Green Parker, took the program to three new communities: Baker Lake in Nunavut, and Webequie and Marten Falls in northern Ontario. In all, **PDAC Mining Matters** connected with over 160 Aboriginal youth aged 9–19.



The outreach program offers Aboriginal youth a unique opportunity, introducing them to practical geological and mineral exploration activities, including prospecting, claim staking, and mapping, as well as the use of GPS technology and environmental geochemistry. It also highlights the many job opportunities available in the minerals industry.



This year, **PDAC Mining Matters** partnered with Noront Resources Ltd., the Ontario Ministry of Aboriginal Affairs and the Ontario Ministry of Northern Development, Mines and Forestry to deliver programming to 100 youth, 50 each in Webequie and Marten Falls. Paul Semple, Chief Operating Officer, Noront Resources, says, “Noront Resources is very pleased to partner with PDAC Mining Matters and the First Nation communities of Webequie and Marten Falls on this worthwhile educational camp as part of our consultation program. Educating First Nations youth about rocks, minerals, and geology in a fun, educational camp setting is the first step in introducing them to the mining industry.”



Aboriginal peoples are being increasingly recognized by Canadian resource companies for their important role in land and resources management. **PDAC Mining Matters** works to build this recognition, especially as the Aboriginal youth in the northern populations reach workforce age. Green Parker says, “It is exciting to receive industry support for this important program. We hope this type of partnering continues to support our efforts to reach out to Aboriginal youth.”

**PDAC Mining Matters** is committed to building on existing education and training initiatives as well as developing new programs to engage Aboriginal youth and develop interest in the minerals industry. We understand that building new, and strengthening existing partnerships with First Nations, industry, and educational partners is critical to designing and delivering effective programs.

## Connecting in Nunavut

Fresh from the Aboriginal Youth Outreach Camp at Baker Lake, Nunavut, Barbara Green Parker jotted down some thoughts about the session:

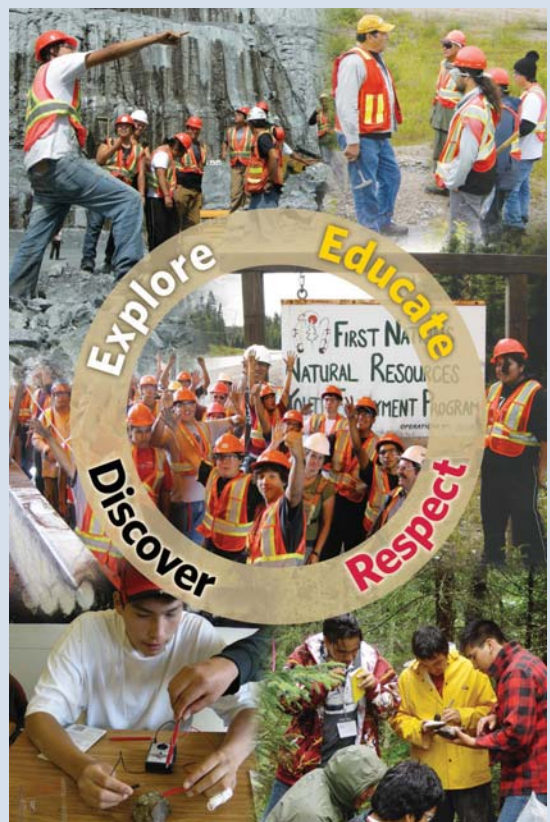
I am pleased to report the Mining Matters program was very well received. Conducting the program on the Agnico Eagle Meadowback site was amazing! Arriving all at the same time, the kids and I established an immediate rapport. And, on the first day, we attended the mine site orientations together. What a great opportunity to see such state-of-the-art procedures.

When I started the Mining Matters program on Monday, the kids were attentive, engaged, curious, and so quick to pick up the material; what a pleasure to work with them. The seven boys and seven girls were Inuit from Baker Lake, Rankin Inlet, Whale Cove, Chesterfield Inlet, and Coral Harbour.

I asked two young mentors (ages 22 and 23) to speak to the kids about IT and Environmental Science. Both had dropped out of school but are now getting university degrees because they love their jobs so much. The kids were very quiet as they “told their story.” I couldn’t have written a better message myself.

Our three Guiding Circle activities went over well. The kids had a great time constructing headframes and naming them. The “Pain Crane” won, with a close second going to the “Tower of Peace.” The “Pyramid of Disaster” lifted its required weight but the too-large skip jammed in the upper portions of the structure!

Exploration mapping on the tundra was a huge hit, and the stone carving at night resulted in some truly beautiful and thoughtful cultural work. Our campers didn’t want to go to bed because they were so enjoying the program.



I introduced a new activity: “the Elements for Life.” We talked geochemistry, and then the kids, in three teams, tackled unopened puzzle boxes and raced each other to construct. Competitive but fun, the activity combined lots of laughing with yells of “Where’s carbon?”, “I’ve got zinc!”, or “Hurry with the gold!”

Our campers loved their Mining Matters hats, T-shirts, and completion certificates. When the time came to go, I got big hugs from everyone, along with pleas for five days of programming next year!

## PDAC Mining Matters at GeoCanada 2010

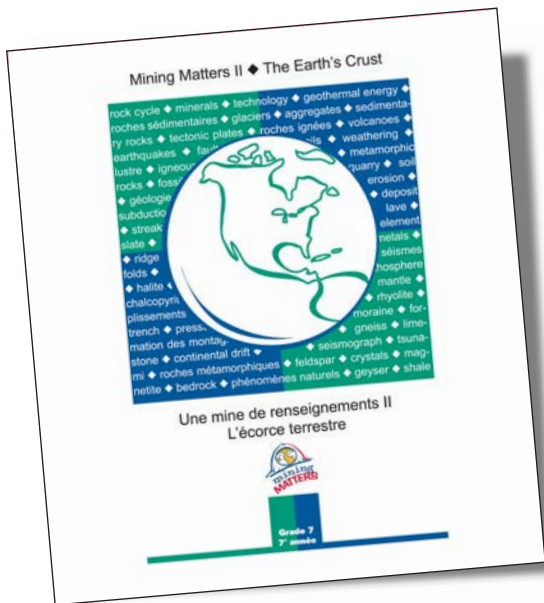
In May this year, over 4,600 delegates descended on Calgary, Alberta, to attend GeoCanada 2010, a once-a-decade conference that brings together members of the national Earth science community. **PDAC Mining Matters** contributed to the GeoCanada 2010 program in several ways, helping to bring Earth science to educators and the public.

In an EdGEO teacher workshop focused on “Putting the Earth into Science,” 25 teachers from across Canada learned how to integrate 18 professionally produced Earth science activities into the high school core subjects of physics, chemistry, biology, and mathematics. The teachers took away with them the activity descriptions as well as most of the necessary materials, and were asked to pass on the activity ideas by giving workshops in their own regions. For this workshop, **PDAC Mining Matters** contributed resources, assisted with delivery, and supported the attendance of the Science Curriculum Consultant for the Waterloo District School Board.

In the Earth Science for Society program, designed to expose students and the public to a variety of hands-on exhibits from the industry, **PDAC Mining Matters** delivered hands-on mineral resources programming to over 2,000 students. And, in the poster exhibits, we presented two posters to showcase our unique education resources, outreach programs, and publications.

Making an on-line donation is a simple and secure way of giving to **PDAC Mining Matters**. Simply go to How to Donate, located under the Industry tab at [www.pdac.ca/miningmatters](http://www.pdac.ca/miningmatters).

## Manitoba Embraces PDAC Mining Matters



In May 2010, the Manitoba Provincial Government announced in its legislature the launch of a new curriculum-aligned learning resource for teachers and students developed through the combined efforts of **PDAC Mining Matters**, Manitoba Education, and Manitoba Innovation, Energy and Mines. The launch coincided with Provincial Mining Week and Manitoba Rocks!, a showcase of the province's most important primary resource industries.

Using *Mining Matters II: The Earth's Crust*, our curriculum resource kit originally written to mesh with Ontario Grade 7 curriculum, we aligned the material with the Manitoba Grade 7 science curriculum. To prepare them to deliver the resource to their students, we delivered a full-day workshop to a dozen teachers, in partnership with Manitoba Education. We also identified four teachers willing to be trained to deliver future workshops.

Innovation, Energy and Mines Minister Dave Chomiak remarked that *Mining Matters II* will help provide a solid basis upon which teachers and their students can gain understanding of the vital importance of Manitoba's abundant mineral resources and how they can be extracted with care and used wisely to improve daily lives. He noted that there is special emphasis in this new resource on developing new

understandings among students of the importance of a renewed respect for planet Earth and securing natural resources in a responsible and sustainable way.

**PDAC Mining Matters** is pleased to have collaborated with knowledgeable Manitoba teachers to adapt our existing grade 7 unit to meet the requirements of the provincial curriculum with funding support from the Mining Industry Human Resources Council. It is exciting to provide a customized educator resource that focuses on Earth science and highlights the importance of Manitoba's mineral resources.

Contributing further to the province's Mining Week celebrations, **PDAC Mining Matters** engaged approximately 500 students with our specialized learning experiences. Having started introducing our learning resources to select Manitoba teachers three years ago, we are gratified to see our efforts now embraced by educators province-wide.

## Analyzing Success

Andrew Kearns is a recent graduate of the Lassonde Mineral Engineering program at the University of Toronto. Today, Andrew is a mining analyst at Boswell Capital Corporation, an employee-owned market dealer and natural resources advisory firm located in Toronto. But four years ago, Andrew got his first job in the mining industry working at **PDAC Mining Matters**.

While at **PDAC Mining Matters**, Andrew networked with industry, assisted with developing the *Discovering Diamonds* resource, and taught students at the Shibogama Kanawayneemidowin summer camp. Andrew has gone on to hold summer and co-op positions at Suncor, Diavik, and Golder Associates, and now works in mining finance. However, Andrew says "I will always remember my time at Mining Matters fondly. It was a fantastic experience!"

Andrew also believes in the importance of staying involved. "I came to this industry because I have family history in it, but others are not so lucky. I strongly believe in the mission of Mining Matters to educate Canada's young people on mining and geology and to make them aware of career opportunities in this exciting industry. I look forward to continuing to help Mining Matters achieve this goal in the future."





## Mineral Resources Outreach in Northern Ontario

Timmins' annual Mining Week commemorates the social and economic importance of the mining and exploration industry to its community. Celebrations culminate at Timmins Square, where several mining and exploration companies set up booths promoting the minerals industry. This year, **PDAC Mining Matters** partnered with the Porcupine Prospectors and Developers Association (PPDA) at a booth, providing resources and learning activities to capture visitor interest and increase awareness of the importance of rocks, minerals, metals, and mining.

Our matching games challenged all to match rocks and minerals to their uses in everyday products and match photos of mining sites during operation and after land reclamation. Puzzles and word grams from Teck were a real hit with young students and formed the basis of contests played throughout the event. **PDAC Mining Matters** posters relating mined materials to their uses in a snowmobile and the sport of skating made for excellent handouts to kids and adults alike. And high school students greatly appreciated the career information provided.

*“With the downturn in the forestry industry in the north, mining represents our main hope in keeping our youth at home and in an occupation which holds hope for their future here”*

“With the downturn in the forestry industry in the north, mining represents our main hope in keeping our youth at home and in an occupation which holds hope for their future here,” said Dean Rogers, President of the PPDA. “Your team provided me and our local PPDA with a wealth of information on which to plan our Mining Week celebrations. Thank you again and to your staff.”

During May and June, **PDAC Mining Matters** stepped up to help the District School Board Ontario North East run their annual outdoor science camp. Each year, the program reaches between 700 and 1,000 grade 6 students from the region of Temagami to Hearst. This year, camp manager, science and technology teacher, and former geologist Gene Kent committed to including a rocks and minerals component to the successful program. **PDAC Mining Matters** supplied the camp with rock and mineral samples, mineral testing equipment, maps, DVDs, and a series of 35 learning activities about mineral resources and Earth science.

## Mining in Society = M4S

Over 5,500 students experienced **PDAC Mining Matters'** interactive hands-on learning at the Vancouver Mining in Society show, held in May in conjunction with the annual Canadian Institute of Mining, Metallurgy and Petroleum (CIM) convention. This is the sixth year that we have partnered with the CIM to provide mineral resources activities at the show.

In the exploration pavilion, students identified mystery minerals. In the processing pavilion, they learned about floatation and magnetic separation. In the products and fabrication pavilion, two activities highlighted metals and minerals used to make everyday products, from make-up to bicycles. Students and teachers especially enjoyed the before-and-after matching game, showing Canadian mine sites as good models of mine reclamation.

Mining in Society is adopting a new name, Mining 4 Society (M4S). Continuing with the same focus, M4S will teach the importance of mining, minerals, metals, and materials (the four M's) to our society.

In the fall, **PDAC Mining Matters** will participate in two more M4S shows. The first will be in October at Laurentian University in Sudbury, in conjunction with the Maintenance Engineers and Mine Operators (MEMO) conference, and the second at the Johnson GEO Centre in St. John's in November.





### Board of Directors

PDAC Mining Matters is a charitable organization governed by a volunteer Board of Directors:

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**Patricia Dillon**, Teck Resources Limited

**John Heslop**, Thundermin Resources Inc.

**Maureen Jensen**, Investment Industry Regulatory Organization of Canada

**William Roscoe**, Scott Wilson Roscoe Postle Associates Inc.

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## Thanks to our Contributors!

As a charitable organization, **PDAC Mining Matters** greatly appreciates contributions from the mineral and aggregate industry, individuals, foundations, corporations, and government. These generous donations make possible all aspects of our program development and implementation.

### Major Contributors

#### Diamond (\$25,000 plus)

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## Memorials

In memory of **Steve Goff, Ron MacArthur, Unto Jarvi and Hillar Pinna**

**Donors:** Louis Covello • Giovanni Di Prisco • Clarence Logan • William Mercer • Michael Savell

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## WHERE on Earth

The WHERE Challenge, run by the Canadian Federation of Earth Sciences for its first two years, has received rave reviews from hundreds of Canadian teachers and students. Dozens of school classrooms and more than 1,000 students have participated, investigating the questions “What on Earth is in your stuff?” and “WHERE on Earth does it come from?” and creating educational stories about non-renewable Earth resources found in everyday items. The WHERE Challenge is back for its third year, and organizers are asking for your help.

Endorsed by the Canadian Earth Sciences community and assisted by a network of some 50 volunteers, **PDAC Mining Matters** plans to carry this national contest forward. To do so, we must call upon the generous support of scientific associations, corporations, foundations, and individuals. With adequate funding, we'll launch the Challenge in October, and run it until April 1, 2011, offering over \$16,000 in regional and national prizes.



Participating teachers in last year's Challenge say the contest is unique—it presents Earth sciences material to students in a way they can relate to. The WHERE Challenge allows for cross-curricular collaboration and thematic teaching—art, English, social studies, technology, and science departments can all get involved.

The WHERE Challenge excites kids about learning, and that's what we want to see. Education is the only way we can build long-term awareness and appreciation of our planet, as well as knowledge about employment opportunities in the mining, energy, and environmental sectors. By supporting the WHERE Challenge, you will invest in the future of Earth science education and the Earth science industry.

[www.earthsciencescanada.com/where](http://www.earthsciencescanada.com/where)

For sponsorship opportunities, please contact Laura Clinton at [lclinton@pdac.ca](mailto:lclinton@pdac.ca).

## Match Made in Earth Science

Scientists in School (SiS), a charitable organization founded in 1989, is dedicated to igniting passion for science and technology in elementary-aged children, and their teachers and parents. Students become the scientists in exciting curriculum-aligned workshops. Led by enthusiastic and knowledgeable SiS presenters, a workshop provides a rich hands-on experience and introduces students to science role models and future career possibilities. Teachers appreciate the opportunity to tap into the knowledge of science and engineering experts. Each school year, over 575,000 young scientists and their teachers participate in SiS workshops. SiS reaches out to over 200 Ontario communities and recently reached a new milestone of opening its first outside-of-Ontario branch in Lethbridge, Alberta. SiS is raising the level of science literacy one classroom at a time.

Recently, **PDAC Mining Matters** and SiS joined forces to provide exceptional Earth science and mineral resources education to elementary students. Our role will be to

- provide training support to the SiS network of Earth science presenters
- act as a resource for SiS workshop and activity development in Earth science
- provide teacher resource materials, including rock and mineral samples, to enhance the SiS classroom workshop follow-up package
- co-facilitate teacher professional development sessions with SiS

Together, **PDAC Mining Matters** and SiS will reach more teachers and students with the wonder of Canada's geology and mineral resource endowment. To learn more about the SiS program, go to [www.scientistsinschool.ca](http://www.scientistsinschool.ca).

## Donating Shares

Donating shares to a charitable non-profit organization such as **PDAC Mining Matters** may be of particular interest to those in the mining industry, due to the considerable tax benefits that can be realized.

The elimination of capital gains on stocks, bonds, and mutual funds means that your contribution to **PDAC Mining Matters** will result in a tax receipt equal to the fair market value of your gift. Rather than being subject to the 50 per cent capital gains tax payable on shares sold during your lifetime, accrued capital gains on donated shares are exempt from taxes. In effect, the tax benefit arising from your gift is the same as if the donated securities were cash.

The donation of flow through shares can produce even greater benefit, as a deduction is offered at the time of purchase and a tax credit is generated when the shares are gifted.

To learn more about donating securities, including flow through shares, please contact Edward Thompson at 416-366-6083 or [egt@interlog.com](mailto:egt@interlog.com), or Durham Sims, **PDAC Mining Matters'** Investment Advisor at RBC Dominion Securities, at 416-842-3086, 800-561-4468, or [durham.sims@rbc.com](mailto:durham.sims@rbc.com). Both Mr. Thompson and Mr. Sims serve the organization in a volunteer capacity.