

Northwestel Volunteers on Guard For You

The Northwestel Volunteer Involvement Fund receives applications from Northwestel employees for the organizations with which they volunteer 50 or more hours of their time. We thought you'd be interested in learning more about what captures the hearts and minds of some of our fellow employees.

Yellowknife, on Great Slave Lake, is a busy harbour with an active recreational boating community, a float plane base and some light commercial traffic. Over the last ten years, the number and size of recreational vessels and the amount of float plane traffic has increased substantially, increasing the risk for "incidents" to occur.

From June to mid-October, **Graham Astbury, Sean Lewis, Mark Switzer** and **Troy Ladd** are members of the Canadian Coast Guard Auxiliary Yellowknife (CCGA YK) unit responsible for marine search and rescue calls on the northern half of the lake. Seasonally, the unit attends 10-12 incidents, most without serious casualty.

Sean Lewis, radio technician, has been volunteering for four years and is now Watch Leader. When a call comes in, it's his and the 'on call' deputy Watch Leader's job to contact, brief, organize and deploy the members needed to respond to the emergency.

"I love the camaraderie," says Sean. "It's a real team. You trust the people you work with and pick up skills you'd never get otherwise – like knot training and chart work. We also have a chance to test ourselves in national SAR (search & rescue) skills competitions."

Mark Switzer, Portfolio Manager - Product and Market Development and Troy Ladd, Service Technician are two of the four Deputy Watch Leaders. They work with the Watch Leader to help organize and accurately document each task.

Mark Switzer joined with a former co-worker (Byron Martin) four years ago. It was his way of 'giving back' in a unique and interesting way. Mark wanted a higher level of leadership, so when a former Deputy Watch Leader left, he stepped in. As such, he contacts all those on his rotation, assembling enough volunteers to man the required number of vessels for the search.

Graham Astbury, Manager Field Operations Manager - Outside Plant and Maintenance, Northwest Territories – South has been boating all his life. He shares the duty of Communications Master with another volunteer and teaches marine radio procedures to new recruits. He is an authorized examiner for the CCGA. "It's like play time," says Graham about his time with the CCGA YK. You get time to sharpen skills and have fun doing it – although callouts are a serious undertaking."

Troy Ladd joined the CCGA YK two years ago and it's his first year as a Deputy Watch Leader. "I was always interested in Search and Rescue living in Ontario, but it was only when I moved to Yellowknife that I was able to fulfill my desire to participate. Sean and Graham recruited me during the annual membership drive and I've immensely enjoyed being part of this team."

Commitment, gratification, and the satisfaction of 'giving back' are why Northwestel's employee volunteers are such a strong core of the CCGA YK.

If you would like to learn more about the CCGA YK, contact any of these people or visit the CCGA YK website at www.ykcca.com. For more information on the Volunteer Involvement Fund, visit Insight/Corporate Communications/Community Investment.



We appreciate everyone's feedback and involvement in our new Northwestel Visual Identity and are always looking for new ways to improve to service our customers better.

Over the last few years, Northwestel has experienced increased growth and change in the way we do business. We are now a company that offers a diverse and extensive line of products and services. As a result, we have taken a major step to ensure our customers' experience with Northwestel meets and hopefully exceeds their expectations. To help do this, we wanted to reenergize our identity and brand with them.

Starting this spring, you will have noticed our new tagline and colourful icons displayed on all our media. This is a start of a renewed effort and focus to serve our customers better and to create a unified brand. The icons represent our products and services we deliver through five main channels - Internet, Wireless, TV, Voice and Solutions. With them and our 'Bringing Us Together' tagline, we want to demonstrate that it is Northwestel delivering all of these services to our northern customers.

Stay tuned for more things happening through the year, including an online marketing and communications tool to keep current with our promotions and campaigns and marketing and communications initiatives.

To view our new visual identity guide and for more information on the branding project, please visit www.bringingustogether.ca.

Sean Lewis, Graham Astbury and Troy Ladd in front of the *Nick Martin*, the RCMP boat they use for their duties.

