



SPRING 2009

ITA Youth

Industry Training Authority Youth Programs Newsletter

Hospitality Trades on Fire!

Cook apprentice
Joachim Hayward in
the kitchen

Look inside

- Find out why hospitality trades are hot
- Recipes for career success
- Young students experience construction trades
- Carving a career out of a love of wood



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Debbie Yule, Director,
Industry Training

PROPEL™

Industry Credentials

A division of go2 Tourism HR Society, PROPEL is the Industry Training Organization for the tourism and hospitality industry in BC. Debbie Yule, Director, Industry Training, spoke to ITA Youth about these three very appetizing trades.



talent in all areas of the kitchen as well as strong customer relations skills. It is sometimes called the ultimate team sport! The Cook credential is a Red Seal credential, which is recognized across Canada and opens up even more opportunities.

All three trades share the benefit of being trades that travel, meaning they are in demand in diverse and interesting workplaces such as large and small communities, cruise ships, lodges and hotels, just to name a few.

Should students consider the ACE IT and SSA programs in these trades?

Yes. There are some awesome ACE IT programs in BC that are producing amazing food experiences. The ACE IT and SSA programs are very strong and these students are benefiting from terrific experience and exposure to industry.

Is trade certification in the hospitality field worth the effort?

Absolutely. Here is just one example: bakers with certification earn, on average, \$10,000 more per year than non-certified workers. There are also significant government grants and tax credits – federal and provincial – to support training. Certification is definitely worth the investment.

In the Cook program we are changing from only one to three separate credentials: Professional Cook 1, 2 and 3. These options allow people to select a credential in the area they are specifically interested in pursuing.

Is it true that there is a lot of change and growth around these three careers?

Yes, consumer demand is fueling rapid change and growth in these industries so it is important for students, parents and teachers to keep up with what's new. For example, we are exploring trade credentials for more niche specialties, such as a pastry chef, which builds on the skills of both a cook and a baker. We are also encouraging people already working in these trades to challenge the certification and become recognized for their talent.

What is the best source of current information?

Our website, www.go2propel.ca, is very up to date and easy to navigate. The site provides practical and useful information on each of the trades such as the pre-training requirements, where you can get your training, and how long it takes. We also profile some great BC success stories.

www.go2propel.ca

How do students know if a trade in the hospitality industry is the right career choice?

People who are in the baker, meat cutter and cook trades share three qualities. They have a passion for food, an appreciation for the hospitality working environment and an ability to work with a team.

What are the emerging trends in the baker, meat cutting and cook trades?

There are interesting trends in each trade so I will talk about them individually.

A **baker** is a Red Seal trade with wide ranging opportunities to experience the sweet scent of success. One notable trend in this field is the emergence of several niche specialties, such as working with organic products, rustic breads and inspiring wedding cakes or specializing in chocolate.

People in the **meat cutter** trade are the most passionate about promoting the attributes of this career choice. The opportunities are wide ranging, from owning a corner shop to working in large companies. Credentialed meat cutters benefit from higher wages and more opportunities. Emerging trends in the meat cutter trade are handling game and organic meats, sausage-making and traditional smoking and curing methods. A good meat cutter can also meet consumer demand for cooking knowledge and information about where and how the animal was raised.

Warren Erhart, President of White Spot, said that "Chefs are the new rock stars," and I agree.

People in the **cook** trade are multi-talented and very much in demand. Credentialed cooks have





ACE IT

Baker

A successful baker is a special blend of creativity and productivity, according to Peter Fong. Fong is a pastry chef and owner of Vancouver's Ganache Patisserie and employer of Magee Secondary graduate and Apprentice Baker, Joscelyne Hung.

"Joscelyne truly has a passion for pastries," Fong said. "In baking, every detail counts. If it doesn't taste and look perfect, you can't serve it. But when your creation comes all together, it is wonderful."

Hung was the first ACE IT student to do work-based training at Ganache as part of her level one technical training at Vancouver Community College. Fong appreciated the knowledge Hung had gained from the ACE IT program but what most impressed him was her strong work ethic and willingness to learn and move quickly. When the required school component of the program was complete, Fong asked Hung to stay on as a Secondary School Apprenticeship student. Hung has continued to apprentice at Ganache since her 2008 graduation.

Hung describes her work as an Apprentice Baker as "intense."

"All day you are on your feet, using your hands, and lifting heavy ingredients. But I love the small shop atmosphere of Ganache. I wanted to do a job that I really love and baking is ideal for me."

Hung's interest in baking started from her experience in cooking class at Magee. "The class gave me exposure to all aspects of cooking, but I liked baking best," Hung said. "I did well in that class, and decided that I would go for a career based on my strengths."

Wendy Gilmour, Apprentice Facilitator for the Vancouver School Board, was most impressed by Hung's drive to become a baker by taking full advantage of ACE IT and SSA. "Despite other influences and attitudes about pursuing a trade," Gilmour said, "Joscelyne never lost sight of her goal."



Apprentice Baker Joscelyne Hung



Apprentice Meat Cutter Stephen Anderson

Meat Cutter

"The idea to become a meat cutter came out of nowhere," said Stelly's Secondary School student, Stephen Anderson about his trade choice to become a certified meat cutter.

When Anderson was hired by Peninsula Consumer Services Co-op to get work experience, he was placed in the meat department, wrapping meat. There he met the store's meat cutter, John Krottner.

"John showed me a few things about meat cutting that really tweaked my interest in the trade," Anderson said.

The Co-op became Anderson's sponsor for SSA and for ACE IT. "They were a huge help setting me up at Thompson Rivers University (TRU) in Kamloops to take my level one Meat Cutting," Anderson added.

Ken Jakes, instructor at TRU, has 28 years of experience teaching the art of meat cutting in BC's only training facility. "Think fast. Learn fast. To become a great meat cutter, you can't be afraid to move quickly and you can't be afraid to be pushed," Jakes said.

"There are a lot of benefits to the meat cutter trade," Jakes added, "such as year-round work and the opportunity to progress very quickly and make a good salary."

"Above all, the trade is very rewarding, both physically and emotionally. To cut meat well is a real accomplishment and a highly satisfying career. TRU students help to operate the on-site meat store where they learn that it is a source of pride to share your extensive knowledge about meat with your customers."

Now armed with high school credits from ACE IT and SSA, hours towards his apprenticeship and his level one technical training, Anderson is back at Stelly's Secondary School in Saanich with little stress and a clear ambition.

"My parents are really proud," he said. "SSA and ACE IT are such good programs. I am really happy to have taken advantage of them."

imagination

Cook

Nineteen year old Joachim Hayward is very clear about what first started his interest in preparing a good meal. "My Dad is a great cook. Growing up, I was always expected to help in the kitchen – chopping, stirring or something."

Joachim Hayward, who goes by JoJo, is now less than a year away from being a fully certified Red Seal Chef.

This ambitious student got his start at Gleneagle Secondary, Coquitlam, in the school's first ACE IT Cook program. "Chef Bert Gibson encouraged me to get into the program. Without him, I wouldn't be where I am today," Hayward said.

Hayward's first exposure to restaurant life started as a 15 year old dishwasher at Pasta Pollo. "I took the job just to make money, but once I began watching the cooks, learning became just as important. A few years later, they took me on as an SSA student and I was promoted to line cook. I worked there until May of my graduating year."

"Grade 12 was an amazing year overall," Hayward explained. "I did my SSA hours after school and on weekends, my ACE IT Cook level one in first semester and completed my academic courses in second semester."

"Let's just say my plate was full," he added with a laugh.

To further expand his experience, Hayward transferred his apprenticeship from Pasta Pollo to Meadow Gardens Golf Course, Pitt Meadows, under the direction of Chef Michael Publicover.

Publicover has been cooking for 17 years and says that a superior chef goes beyond the ability to be organized and put food together. "To advance, you need to be able to create, to use your imagination."

"When JoJo came to apply for the apprenticeship, I gave him free reign of the kitchen and said, create whatever dish makes you shine," Publicover explained. "An hour and a half later, he presented to management an amazing stuffed chicken dish that we still have on the menu."

Today, Hayward has completed Cook levels two and three at Vancouver Community College (VCC), received his \$1000 SSA scholarship and logged over 3400 hours towards the Red Seal requirement of 5400 hours.

"The family work environment at Meadow Gardens and the freedom to use my imagination are the main reasons why I am progressing in my career," Hayward said. "I like to create different soups and entrees, experiment with flavours, and try new ideas. I am always encouraged by Chef and feedback from my customers."



Apprentice Cook Joachim Hayward

In the kitchen with Joachim

Fall 2006: Began ACE IT Cook level one at Gleneagle Secondary
Registered as an SSA student with Pasta Pollo

Spring 2007: Graduated from high school
Transferred his Cook apprenticeship to Meadow Gardens Golf Course

Summer 2007: Worked full time at Meadow Gardens Golf Course

October 2007: Completed level two at VCC

October 2008: Completed level three (and final) at VCC

March 2009: Completed approximately 3400 hours of required 5400 hours

Forecast 2010: Joachim Hayward, Red Seal Chef

Did You Know?

Cook is the name of the trade's training program and a Chef is what you become once you complete your training.

Quality Ingredients for Success SSA and ACE IT

You can earn school credits towards your graduation by completing one or both high school apprenticeship industry training programs. Here are your two choices:

The Secondary School Apprenticeship (SSA) program is the work-based training component of an industry training program.

Accelerated Credit Enrollment in Industry Training (ACE IT) is the in-school technical training component of an industry training program.





your future...

BUILD IT!

YES

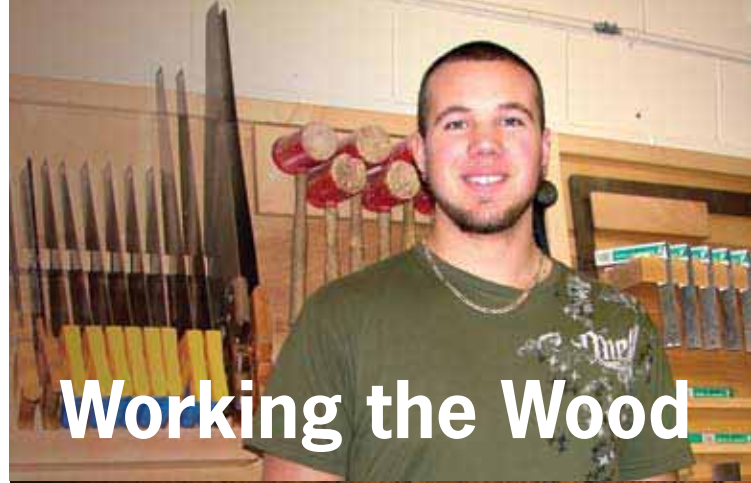
2 IT

The Southern Interior Construction Association (SICA) hosted two pilot YES 2 IT events to promote construction trades to young students, their teachers and parents. The initiative was funded by the ITA to provide a template for school districts and local construction associations across BC.

The pilot project, "Build It", shared the format of twelve activity stations featuring six different trades. The Kamloops event was held during school hours with 55 students from two NorKam Secondary grade 8 classes. The Vernon event was held from 12:30 p.m. to 6:00 p.m. for 35 students selected from four different schools in the district. Parents were required to pick up their child from the off-site location and most stayed to participate in the information session, wrap-up barbeque and skills competition.

"Feedback from the students and parents was very positive," said Jennifer Marte, Education Coordinator for SICA. "Not only did they find the trade career information helpful, but they enjoyed watching their kids participate in the hands-on trades activities."

Based on the strengths of each event, SICA is completing a manual, along with a parent information brochure and DVD. These materials will be made available to all school districts and local construction organizations. For further information on the events, contact Jennifer Marte at education@sica.bc.ca



Working the Wood

"I have always liked the smell of wood and working with it," said grade 12 Salmon Arm Secondary student Josh Lecomte. "When my dad turned the garage into a wood shop, I spent hours helping him with projects."

Once Lecomte entered high school, he took full advantage of the SSA and ACE IT programs offered by School District #83 to turn his interest in working with wood into a career.

"I love working the wood. That's what I'm good at. And it's even more fun when I get to work with people who can joke around and work as a team," Lecomte said. "I don't like sitting around in the classroom. I'd rather be active, using my hands to build things."

In 2007, employer Renaissance Joinery & Millwork in Salmon Arm hired Lecomte for work experience and, in the same year, he became a level one Joinery ACE IT student. The following year, Lecomte continued his apprenticeship at Renaissance as an SSA student. Lecomte is now adding more skills to his love of wood by taking level one Carpentry in partnership with Okanagan College, Salmon Arm.

Lecomte's love of woodworking, and his positive attitude, has enabled him to succeed in and out of school.

Last semester, Lecomte achieved Merit List status in his academics, work experience courses and Joinery apprenticeship.

After graduating in 2009, Lecomte's goal is to complete his certification in carpentry. Lecomte also plans to take a trip to Australia for a few months - when he has enough money. With his woodworking talents, and the head-start on his career, there is little doubt Josh Lecomte will achieve all his ambitions.

Thanks to Kathy Atkins and SD #83 Career Centre staff for submitting this story and photo.



Certified Tradesperson:

85% work-based training

+ 15% in-school technical training

= Apprenticeship industry training program

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Send your request to youth@itabc.ca

new

SSA Employers

Hire a Youth Apprentice brochure provides SSA employers with the facts and benefits of hiring an SSA student apprentice.

new

GO! Brochures

Go! Get Your Trade Credential brochure outlines the four routes to getting a trade credential.

Go! A Foundation for Your Future provides information about trade certification for foundation industry training students.

Parents

The **Sparking Interest** parent brochure highlights the key benefits of a career as a certified tradesperson with updated text and graphics.

Planning 10 Educators

You and the Trades helps BC students explore certified trade occupations as part of the education and career exploration component of Planning 10 and includes a facilitator's guide.

Potential Youth Apprentice Employers

Your Hiring Crunch Buster provides information to employers on youth industry training programs and promotes hiring a youth apprentice.

High School Students

Theskilldlife.com—A Guide for High School Students for a Career in Trades provides information on industry training programs for high school students.

Contacts & Connections

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Got ideas? ITA Youth is created twice yearly.
Send your story ideas to writer Linda Mangnall at lindamangall@telus.net

Please feel free to photocopy this newsletter



YES! To YES 2 IT

Over 100 YES 2 IT events have been funded by the ITA since the program's launch in 2006. YES 2 IT events have been held in every corner of BC, in communities large and small.

For more information, contact Rodger Hargreaves at rhargreaves@itabc.ca

Download the YES 2 IT application form at www.itabc.ca/Page38.aspx

Increase Trades Awareness in Your School

Two good ideas submitted from innovative districts

Trades Display

A trades display is catching the eyes of students and educators at Peter Skene Ogden Secondary in 100 Mile House (SD #27). The display features Manny, a mannequin dressed in trade gear, and a table of some of the tools used in that trade. Career Development staff member, Sandra Hussey, changes the display weekly.

At least one student working in a trade learned about SSA through Manny, and an employer sponsor was identified when Hussey was in the community to find display materials.

For more information, contact Gordon at gordon.armour@sd27.bc.ca

ACE IT Cook Students Share Skills

Mixing grade 6 and 7 students from Bert Ambrose Elementary with ACE IT Cook students from North Peace Secondary School has generated interest in the trade among the younger students. ACE IT students developed their skills by sharing the basics of healthy cooking.

For more information, contact Doug at dmccracken@prn.bc.ca

