

# Creating a CMH culture of stewardship



People work at CMH because they are passionate about mountain experiences. Over the past two years, this passion has shown itself in many personal initiatives that have improved CMH's sustainable operations.

## Goal

12. Implement a workplace occupational health and safety program under the guidance of an external occupational health and safety specialist beginning in summer 2004.

## Progress to date

- The first stage of an occupational health and safety program has been implemented with support from an external partner Roger Bresden of EmergeX Planning Inc. from Vancouver, BC. We will continue to develop our program under the guidance of our partners.
- Health and Safety Training is a mandatory component of both summer and winter staff training and set up and we will continue to review, monitor and update the program as new information becomes available. We have also established OH&S coordinators at each lodge and office.
- Recent employee opinion survey results indicate that health and safety is a high priority for our staff and next to Customer and Quality Focus, Safety and Working Conditions was the highest overall score with 77% of our staff rating it as either 4 or 5 out of 5.

## Goal

13. Promote personal action and responsibility among staff to help achieve our sustainability goals by providing regular information updates throughout the operating seasons, and recognition for personal initiatives.

## Progress to date

- Second Nature Committee members have taken on a greater leadership role to promote and communicate our sustainability goals – including training, planning, research, and project management.
- In 2004 we launched the President's Award for Community Initiative to honour employees who demonstrate the Spirit of CMH in their local communities.

# The spirit of CMH – environmental and community stewardship

Every spring CMH presents two awards to recognize employees who have demonstrated innovation and initiative in the areas of environmental stewardship and community initiative, above and beyond the call of their regular duties.



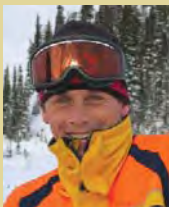
**Marc Piché**, assistant manager at Bugaboo Lodge, was awarded the 2006 President's Award for Environmental Initiative for his efforts to establish the Friends of Bugaboo Park (FOBP). Marc has spent vast amounts of time in the Bugaboos, as a CMH guide, recreational climber, and photographer and writer. Noticing the negative impact of increasing visitors to the area, he decided to get involved and established the Friends: a grass roots collective set up

to preserve the natural and recreational qualities of the area. To overcome political challenges, Marc has forged relationships with BC Parks, the Alpine Club of Canada, a local climbing club, volunteers, and CMH, bringing them together under the umbrella of the Friends organization to work collectively on stewardship projects.



**Patty Zinck**, Marketing Coordinator, was nominated by colleagues for the 2006 President's Award for Community Stewardship. As a founding member of the Bow Valley SPCA, Patty has been actively involved with the group since 1999. Her volunteer work has focused on raising funds to build a no-kill, no-cage adoption centre for abandoned dogs and cats in the Bow Valley. The new facility will be a first in Canada and is now well into the

construction phase. Colleagues at the SPCA estimate that Patty has contributed 1,200 hours toward her "labour of love", helped to raise thousands of dollars, and educated many people about the goals and objectives of the SPCA.



**Rob Whelan**, assistant manager at Kootenay Heli-Skiing, received the 2005 President's Award for Environmental Initiative for his efforts to develop a fuel tank sensor system that enables us to monitor remote tanks electronically. Because we operate numerous remote fuel tank sites, maintaining accurate and timely inventories is an important part of our safety and maintenance program. Fuel sensors have now been installed on 32 remote tanks.



**Buck Corrigan**, manager of CMH's Revelstoke operations, was nominated for the 2005 President's Award for Community Stewardship by members of his guiding team for his long-time support of the Adventurer's Summer Day Camp program. This program, operated by the Community Connections Society provides local kids who might not otherwise have the chance, to attend a weeklong camp.

Since 1996, Buck has encouraged his team (guides, pilots, and shop staff) to make a weekly joint donation of \$100. Over the past eight years this has amounted to approximately \$14,000, making his team the largest donor to the program.

"Marc is a great example of someone who was concerned about the long-term integrity of a very special area and did something about it. The FOBP is still in the early stages but Marc has done an incredible amount of work already to bring people together under one vision, establishing clear priorities and a simple operating structure."

~ Dave Butler, CMH Director of Land Resources

"Patty is humble about her involvement with the SPCA but she is one of those people who works quietly and tenaciously to achieve a goal. She has shown leadership, passion, dedication and a hands-on attitude. These are the values that CMH employees share and make us who we are. Patty is an inspiration to all of us."

~ Maggie Sterchi, Nicole Koester, and  
Natasha Wiebe, CMH Reservations and Marketing

"Rob's work is a great example of how an individual's motivation to improve our risk management practices translated into a company-wide initiative. The technology, incorporated into our existing practices, will reduce potential impacts on the environment. The sensors allow us to have almost real-time monitoring of our fuel levels – even those located 50 km from the nearest town or person. This means that any unplanned changes in fuel levels are identified and addressed immediately."

~ Rob Rohn, CMH Director of Mountain Operations

"When we started the Day Camp nine years ago, we wanted all children to be able to attend – children with special needs, typical children, and children from low-income families. We appealed to the community for financial support. Buck jumped on board and the support from CMH Revelstoke allows 20 children to attend camp for a week – these are children who would otherwise be left in the care of a sibling or the TV for the summer. Buck has helped us in so many ways!"

– Jane McNab, Community Connections

# Creating a CMH culture of stewardship

## CMH staff lead the way!

- In the fall of 2005, CMH Director of Land Resources **Dave Butler** was awarded the prestigious Founders Award by HeliCat Canada. This award recognizes Dave's outstanding contribution to the Association.
- As members of the Second Nature committee, **Lianne Marquis** and **Vicki Hemmingson** trained fellow house managers on Second Nature goals and responsible practices at fall training in 2005.
- **Bob Krysak**, **Rob Ayearst**, and **Rick Carswell** have the PoWeR – the purchasing power, that is. These three employees, responsible for the majority of goods purchased and used at CMH, developed a new purchasing policy to encourage responsible, healthy and wise reduction of waste.
- A dedicated IT guy, **Bob Lutz** has been instrumental in developing tracking systems to enable CMH to establish baseline information on fuel consumption. This will enable us to monitor the impact of conservation initiatives.
- **Lyle Grisedale** is one of our many enthusiastic heli-hiking guides; he also works in the Revelstoke shop in the winter. Lyle's personal interest in climate change has led him to research global climate change monitoring initiatives, and to develop a prototype system for measuring the effects of climate change in some of the alpine plant communities in our operating areas. Working with fellow guides Kobi Wyss and Paul Lazarski, Lyle has set up some permanent plots in summer 2006 to begin to measure the bloom dates for a range of common alpine species.
- **Jim Kebe** turns us on and off! As the head of maintenance at Bugaboo Lodge, Jim has been working hard to improve energy conservation by researching and experimenting with generator size, daily energy requirements, as well as implementing smarter technologies where ever possible. Jim is also sharing his knowledge and experience with other maintenance workers through training sessions and information exchanges.

## Goal

14. Build support for our sustainability goals with guests and stakeholders by ensuring sustainability messages are communicated in all major marketing and communications pieces.

## Progress to date

- Both the summer and winter marketing brochures include highlights of our sustainability initiatives.
- For the past two years, each newsletter (three per year) has featured at least one article about a sustainability initiative.
- Our web site now features a Stewardship section. In 2005, over 8,000 visitors came to our site.
- The *Moving Towards Sustainability* report was mailed to stakeholders placed in all guest rooms and is available for download on our web site. Future editions will be available in full on the Web site and only a summary will be printed.
- As an active member of the Adventure Collection, CMH has been working in collaboration with partners to develop responsible tourism principles that all members have adopted. These are available online at [www.adventurecollection.com](http://www.adventurecollection.com).
- Our new employee Web site features a Second Nature section to help keep staff informed on various stewardship initiatives.