

**For Immediate Release
May 28, 2007**

**go2 APPOINTS JEFF FIELDING AS DIRECTOR, INDUSTRY TRAINING
FOR NEW TOURISM INDUSTRY TRAINING DIVISION**

Vancouver, BC – go2 - BC's tourism industry human resources association is pleased to announce that Jeff Fielding has been appointed to the newly created position of Director, Industry Training of go2's new tourism industry training division.

In late 2006, go2 was sanctioned by the Industry Training Authority (ITA) to take on a new industry training mandate for the tourism industry in British Columbia. The ITA was established in 2004 to significantly expand training participation in BC through the development of an industry-led training model. Industry Training Organizations (ITOs) are the principal way in which that leadership is being delegated. go2, an established tourism industry HR Association, is ideally situated to take on this mandate.

“We are delighted to be adding Jeff to our team in this capacity. He is passionate about training and his experience in strategic planning and implementation of large-scale training programs will be instrumental to the success of this new role,” said Arlene Keis, CEO go2.

Fielding will lead the start-up and development of go2's new training division. Working closely with industry and educational partners, Jeff's key responsibilities will include defining training needs, reviewing existing industry apprenticeship programs (Cook, Baker and Meatcutter), setting training and occupational standards, measuring training results, and development of new and improved industry credentials as driven by the needs of the tourism industry.

Fielding brings over 15 years of experience in training, most recently at Intrawest where Jeff was Director of Training and Customer Service for the company's Retail and Rental Division. His background also includes working as the National Training Manager for Mountain Equipment Co-operative. Mr. Fielding holds a M.A., Organizational Leadership and Training from Royal Roads University.

About go2

Established by the BC tourism industry in April 2003, go2's mission is to assist the tourism industry address challenges in attracting employees and retaining its workforce in order to support industry growth. For more information about go2, visit www.go2hr.ca. For more information about go2's industry training division, please see [press release](#).

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Media Contact:
Lynne Henshaw
Office: (604) 633-9787 ext. 234
Cel: (778) 995-7701
lhenshaw@go2hr.ca