

## ***MEDIA RELEASE***

**FOR IMMEDIATE RELEASE**

# **SIAST students, business network**

*First Nations Bank of Canada CEO to address guests at fundraiser*

**Saskatoon, March 16, 2011** – SIAST students will put their networking skills to good use at the third annual SIAST Kelsey Campus Business and Industry Dinner tonight. Keith Martell, chairman and chief executive officer of the First Nations Bank of Canada will address students, staff and business and industry leaders at the event.

SIAST business and industry dinners offer a networking opportunity for employer representatives to meet SIAST students enrolled in programs related to their operations. Attendance at this Saskatoon event has grown by more than 30 percent over last year's event.

"Business and industry dinners give organizations the opportunity to meet SIAST's bright and talented recruitment prospects," says Pam McLellan, director of Donor and Alumni Relations at SIAST. "The events also raise funds to support scholarships for SIAST students. As enrolment increases, so does the need for additional student scholarships and bursaries. In order for SIAST to continue to deliver highly-trained future employee prospects, the need for donor support is increasingly important."

"We're pleased to once again sponsor this dinner and help local businesses connect with the skilled tradespeople, managers and professionals of tomorrow," says Garth Moore, president, PCS Potash at PotashCorp. "We're investing more than \$5 billion to expand our mining operations in Saskatchewan, and we will be looking for hundreds of new skilled people to fill permanent jobs in our company. This event helps organizations like PotashCorp connect with students and provide them opportunities to grow their careers as we grow our company."

Media are welcome to attend this event.

**Event details:**

**Date:** Wednesday, March 16, 2011  
**Location:** TCU Place, 35 22nd Street East, Saskatoon  
**Speaker:** Keith Martell, Chairman and CEO, First Nations Bank of Canada  
**Reception:** 5 p.m.  
**Dinner:** 6 p.m.  
**Event Sponsor:** PotashCorp

SIAST is Saskatchewan's primary public institution for post-secondary technical education and skills training, recognized nationally and internationally for its expertise and innovation. More than 15,000 students were enrolled in SIAST programs in the most recent academic year; additionally, the organization drew almost 25,000 individual course registrations. Through program and course registrations, SIAST served almost 26,000 distinct students with programs that touch every sector of the economy. SIAST operates campuses in Moose Jaw, Prince Albert, Regina and Saskatoon, and provides a number of courses and programs through distance education.

– 30 –

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Information about SIAST can be found at [www.goSIAST.com](http://www.goSIAST.com).

# FIRST NATIONS BANK

## OF CANADA

**Keith Martell**  
**Chairman and Chief Executive Officer**  
**First Nations Bank of Canada.**

Mr. Martell is the Chairman and Chief Executive Officer of First Nations Bank of Canada.

He graduated from the University of Saskatchewan in 1985 with a B.Comm. He worked 10 years with the Chartered Accounting firm KPMG. From 1995 to 2000, he served the Federation of Saskatchewan Indian Nations ("FSIN") as the Executive Director of Finance and Fiscal Relations. He is a Chartered Accountant and a Certified Aboriginal Financial Manager.

He is also a Director of Potash Corporation of Saskatchewan Inc. , The Canadian Chamber of Commerce and Saskatoon Friendship Inn. He is a trustee of the Primrose Lake Settlement Trust. He was a recipient of the "Top 40 Under 40 in Canada Award" in 2001.

Originally from the Waterhen Lake First Nation in northwest Saskatchewan, Mr. Martell resides in Saskatoon with his spouse Cathy and their five children.

Contact Information:

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