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2011 Objectives

– Scotiabank Group’s Balanced Scorecard

Financial

- Return on equity of 16-20%
- Diluted earnings per share growth of 7-12%
- Long-term shareholder value through increases in dividends and stock price appreciation

Customer

- High levels of customer satisfaction and loyalty
- Deeper relationships with existing customers
- New customer acquisition
- Collaboration

Operational

- Productivity ratio of < 58%
- Strong practices in corporate governance and compliance processes
- Strong capital ratios
- Corporate social responsibility
- Strong community involvement
- Collaboration

People

- High levels of employee satisfaction and engagement
- Diversity of workforce
- Collaboration

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Q2 Results

Net Income: \$1.5 billion

Earnings per share (diluted): \$1.36

Annual target: 7-12%

ROE of 22.9%

Annual target: 16-20%

Productivity ratio of 51.8%

Annual target: < 58%

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Ideas in Action



Bright ideas paid off for these Scotiabankers, winners of cash awards from Ideas In Action, Scotiabank's employee suggestion program.

\$5,000 Lynn Fullerton, Manager Customer Service, Lancaster, Saint John, New Brunswick: Recommended that Customer Representatives be allowed to hold up to 10 ScotiaCards in their locked lower cash drawer during working hours to improve customer service when issuing new or replacement ScotiaCards. This process enhancement provides consistency between the process used by Sales Officers, Customer Relations Representatives and Customer Representatives.

\$2,820 Luba Young, Senior Accounting Clerk and Lynne Conklin, Accounting Officer, Ontario Centralized Accounting Unit, Hamilton, Ontario, received \$1,410 each: Recommended the hard copy of the ABM Posting Journals be suppressed since staff can view this report online on the Net Connect System. This report was suppressed for seven CAUs, resulting in moderate hard dollar savings.

USD\$815 Sherry King, International Manager Operations, St. Michael, Barbados: Recommended using GL #2307561-001 to reconcile and remit insurance premiums to the applicable insurance companies. This General Ledger will accumulate daily, and on a monthly basis the insurance premiums will be reconciled and remitted to the applicable insurance companies and credited to the applicable Commissions General Ledger for each country supported by the Caribbean South Card Centre. Moderate time savings will be realized as the result of this process change.

\$750 Mary Anne Readwin, Account Manager, Small Business, Beddington Towne Centre, Calgary, Alberta: Added the Small Business Income Verification Checklist eform document to Scotiaworx. When Income Verification is a condition of an approval and the customer has accepted the credit offer, this checklist will be available to print from Print Manager, streamlining this process.

\$300 Karen Sorgard, Credit Solutions Analyst, AB Credit Solutions Group, Lethbridge, Alberta: Revised instructions on page 13 of the Moody's Risk Advisor (MRA) System Guide on Business Net to assist staff in rating accounts without financial statements.

\$300 Lorna Eisnor, Lending Services Officer, Halifax Lending Services, Halifax, Nova Scotia: Recommended an "Auto-Reply" be set up on the National BSC site e-mails to acknowledge receipt of a customer inquiry. This change will provide customers with an immediate confirmation enhancing the customer experience.

\$300 Rosalie Mary Misener, Manager Customer Service, Ottewell Shopping Centre, Edmonton, Alberta: Updated the Manuals & Guides, Returns section to instruct branches to retain the Monthly Report of Overruns and Vacancies on the shared drive for easy access by Branch Management. As a result, the branch printed copy of the Monthly Report of Overruns and Vacancies has now been suppressed.

\$300 Anne Fowkes, Customer Support Officer, Calgary Business Service Centre, Calgary, Alberta: Created a new form titled Trust GIC Application and Investment Directions Client Request & Authorization to streamline procedures for opening Daily Interest Trust and Investment Platform Trust accounts for existing customers.

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\$300 Janice Klassen, Assistant Manager, BC & Yukon Centralized Accounting & Administration, Vancouver, British Columbia: Updated the Manuals & Guides, Centralized Processes/Deposit Services/1 Accounting/2.1 Investments/Reports, Daily Procedures to instruct staff to file the completed/verified source document of the Securities transaction (T5008 STARS System) in a separate retention independent of the Accounting Support Package. This change will streamline the retrieval process.

\$300 Tom Burns, Manager Small Business, Commercial Banking Centre & Main Branch, Saint John, New Brunswick: Included the phone and FAX numbers of the appropriate Document Centre on the Insurance FAX Memo eform for ease of completion.

\$300 Ofelia Macalintal, Customer Support Officer, Sales & Service, North Vancouver, British Columbia: Included the mortgage number and servicing branch name and address on the Mortgage Credit Agreement for Business form resulting in a more user-friendly form.

\$300 Mason Kealy, Account Manager, Small Business, Abbotsford, British Columbia: Added hyperlinks to Online Brokerage and Wealth Management sites to the Resource Centre for business, Day-to-Day & Investing section enabling staff to access business product information more efficiently.

\$300 Carole Miller, Accounting Officer, Montreal CAU, Quebec: A new eform Request for Combining Non-Personal Profile was introduced to assist staff in making requests to combine Non-Personal profiles. This will benefit branches, Relationship Managers and Business Support Centres in servicing their clients more effectively.

\$300 Julia Tsirogiannis, Customer Relations Representative, Coquitlam, British Columbia: Converted the Safety Deposit Box Listing of Contents located in the Job Aid "Safety Deposit Box, Forced Opening Due to Rental Arrears" under Step 8, Appendix C to an eform. This will result in a more user-friendly form for staff handling this process.

\$300 Carla Particelli, Senior Accounting Clerk, Ontario CAU, Hamilton, Ontario: Eliminated the need for branches to complete the maintenance form when sending the Loan Information Card to the CAU for maintenance requests. Minimal time and paper savings will be realized as the result of this implementation.



Arlene Russell in conversation with Anatol von Hahn

Arlene Russell, Senior Vice-President of Shared Services Group sat down with Anatol von Hahn, Group Head, Canadian Banking on behalf of Scotia World Magazine readers to discuss the progress and success of Canadian Banking’s Strategy in Action.

AR: Anatol, you launched the Canadian Bank’s three-year strategy in October and it was extremely well received. At this point, how is Strategy in Action progressing?

AvH: It’s progressing magnificently well. The very first thing we did was go on tour to ensure that our employees, our partners, and everybody involved and associated with Canadian Banking’s operations understood our strategy.

Our year-to-date results are a testament to this shared commitment. We’ve made solid progress with our strategic priorities. We’ve gained significant market share in deposits primarily due to our *Let the Saving Begin* campaign and the great efforts of the entire Canadian Banking team. We continue to make great strides in our payments growth – and have seen incredible increases in the number of new chequing accounts and Momentum VISA cards opened. And, the Wealth Management business has made excellent progress from the impressive performance of the Canadian mutual fund and online brokerage businesses.

None of this would have been possible without the strong collaboration and cross-divisional referrals of our employees across Retail, Small Business, Commercial Banking, and our partners in Wealth Management, working together with our Product and Marketing groups.

AR: Everyone is working very well together. Congratulations! However, externally, we continue to see a great deal of economic uncertainty, as well as a much stricter regulatory environment. How do you balance market expectations with the Canadian Bank’s strategic commitment to growth?

AvH: While the economy is slowly getting better, there is still a great deal of uncertainty out there and the market will be expecting a lot from us.

In a mature marketplace like ours, the competition for customers has never been fiercer. In order to compete, we must continue to make smart investments in the growth of our business. This means providing our employees with the right tools and training they need to understand and support our customers’ financial needs, investing in new branches, increasing our sales staff, and upgrading our mobile banking technologies.

To balance market expectations, we’ve kept a keen eye on our competitors and what our customers want. Once we understood that, we ensured that it was in line with the expectations of analysts, investors and regulators. We then consolidated our results and, together, this formed our strategic plan.

We need to be rock solid in Canada, in terms of our market share, not let up and continue growing it.

AR: How do we position the Canadian Banking team to out-perform our competitors for deposits, payments and wealth management customers?

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AvH: I truly believe that Scotiabank has something that no other bank can replicate – that is our people and our culture. The core of our strategy begins with the customer and we are the best bank out there to provide advice and solutions to our customers so they will be financially better off.

Once we “out-serve” our competitors, we earn the right to advise customers, and that’s what they really value. Ultimately, the bank that is allowed to advise, is the bank that is going to be the most successful. Our employees not only provide unparalleled service, they also know their customers and understand their unique needs and what products that will best suit them.

AR: One of the elements of the Canadian Banking strategy that really excites me is the customer value proposition. It seems to me that this is central to the strategy. How are you making it real for both our employees and our customers?

AvH: One of the most interesting things about the customer value proposition is that we as an organization all understand what it is; however, we now need to make it front and centre in everything we do. Some have referred to it as a noun and not as a verb, and that I think is very true. It is alive, living, moving, and it reflects exactly what our customers want. Again, it’s about our commitment to helping our customers become financially better off by providing them with the practical advice and banking solutions they need.

We are now at the stage where we are working to keep the customer value proposition alive. We are evolving our trusted brand and reaching out to customers through advice-based campaigns, like we’ve seen with *Second Opinion* and more recently *Let the Saving Begin*. However, in order to effectively and efficiently serve our customers we also need to ensure that we have the right processes and delivery channels in place, so we can deliver the right product to the right customer at the right time. Some customers may prefer mobile banking to ATMs or to branch banking; we need to be aware of which channel suits which customer’s needs. Nobody is better at building customer relationships than our employees, and this is reflected in the way we have chosen to compete. I’m certain we have what it takes to win in the “advice space” because we have the best people.

AR: I know from experience that you are a huge champion of our people and a firm believer that our people are our greatest assets. Can you tell me about your strategy to develop and help cultivate future leaders in Canadian Banking?

AvH: I think developing new leaders is something that our Bank has done really well. We have created some highly successful leadership development initiatives tailored specifically to our key talent, such as the Canadian Banking Advisory Council – which brings key people together, to advise my senior management team on key strategic issues.

One of our important issues is to significantly increase our focus on the advancement of women (AoW) to senior levels of the Bank. Keeping a keen focus on AoW not only helps us to ensure we have a diverse management team that is reflective of the marketplace, but it also is critical in helping us stay competitive, achieve stronger financial performance and better understand how we can serve our customers.

Another issue we face is an aging population. As a result, we are going to have to hire more young leaders into our Canadian operations. If we don’t continue to promote individuals, from entry level on up, we might be facing a problem with talent in say, five, fifteen or twenty years. Currently, there are a lot of leadership opportunities for anybody who wants to be a leader, in all levels of our organization.

AR: I have seen you role model collaboration, on many occasions, particularly between Canadian Banking and its partners. As one of your partners, how can Shared Services Group contribute to the success of Strategy in Action?

AvH: Collaboration will continue to be a huge factor in the success of our strategy. We are all in this together as One Team, with One Goal! There is zero probability of success for us if we don’t work absolutely hand-in-hand with all of our partners, across Shared Services Group, Information Technology & Services, Global Human Resources & Communications, Finance, Global Risk Management, to name just a few. It’s about establishing shared metrics so that our activities support our strategies, and we are able to make smart referrals across the organization.

Ultimately, it’s about the customer experience, and ensuring that we are providing unparalleled advice, solutions and services to our customers regardless of which segment of the organization we come from or what type of support we provide. We have to be the best at what we do, and that takes working together as a team.

AR: Anatol, you have been back in the Canadian Bank for a few years now. What is the one thing

that has surprised you about it?

AvH: I've been most surprised by the similarities that exist between our international and Canadian divisions, not the differences. Scotiabankers are Scotiabankers through and through – despite our different ethnic backgrounds, the languages we speak, the hours we work, our schedules, etc.

If we took five people each from Mexico, Chile and Canada and interchanged them so they are all working in a different country, we would realize that the way they do business from one country to another might be different, however, the manner in which Scotiabankers work, in terms of being focused on winning, putting the customer front and centre and abiding by the country's rules and regulations – we all act the same way.

Scotiabank has something that no other bank can replicate – and that is our people and our culture. The core of our strategy begins with the customer and we are the best bank out there to provide advice and solutions to our customers so they will be financially better off.

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Collaborating for success

Customers are at the heart of our success and strategy. Everything we do is focused on being the best at helping our customers become financially better off. Now more than ever, our future success relies on the spirit and implementation of collaboration across our global operations, to ensure we provide our customers with a single “face,” along with innovative products and a seamless customer experience.

In Oct. 2010, we made key changes to our organizational structure to seize significant business opportunities in all of our markets. We increased our diversification by introducing a fourth business line, Global Wealth Management, that brought together Wealth Management and Insurance in Canada and internationally, along with Global Transaction Banking.

“The creation of our fourth platform requires us to be even more aware of how we work together, to bring our customers the appropriate expertise and products from across business lines,” explains Rick Waugh, President and Chief Executive Officer.

Working together: fostering collaboration

Our strength lies in our capacity to adapt and respond to the changing environment. We continue to collaborate to build expertise across business units and greater alignment to capture efficiencies, as we coordinate our responses to the changing needs of our customers, employees, communities and shareholders.

Embedding accountability

To ensure we provide the right products and level of service to customers across all markets, regardless of the business lines involved, we implemented a collaboration and accountability model. To support this, 14 Leadership Teams were formed to bring business line leaders in each market together to build strategic plans, share successes, address obstacles to meeting our customers’ needs effectively, and ensure the importance of collaboration in executing our strategies. These teams will be guided by several fundamental principles that are centred on the Bank’s five strategic priorities (see below) to ensure we generate the customer experience needed to compete.

Embracing diversity

We continue to foster an environment where we encourage collaboration and inclusion of innovative views across business units. By openly valuing the strength that multiple perspectives create, we will generate competitive advantages that exceed those of any single business unit working alone.

Leveraging innovative technology

To help us collaborate more effectively, we will use new internal communication platforms, such as ScotiaLive and iShare, and reinforce cooperation through employee reward structures and shared accountability for customer service and revenue generation.

Waugh sums up our approach: “Our continued success relies on flawless execution, collaboration and keeping our customers top of mind in everything we do. Collaboration across all of our markets makes us even stronger, and is the next evolution of the *One Team, One Goal* spirit that has made

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us so successful in the past.”

Scotiabank’s five strategic priorities:

1. **Sustainable and profitable revenue growth** is achieved by meeting our customers’ needs and attracting new customers.
2. **Capital management** focuses on our strength and stability.
3. **Leadership** ensures we have the right leaders to execute our strategy in a rapidly changing business environment.
4. **Prudent risk management and appetite** focuses on strengthening our leadership position in the industry.
5. **Efficiency and expense management** involves aligning our resources to invest efficiently for sustainable growth and competitiveness, and optimizing employee talent.

To find out more about the all-Bank strategy and the individual business lines’ strategies and initiatives, ask your manager about Scotiabank’s *2011-2013 Strategy* multimedia presentation.

To read about Canadian Banking’s strategy, see [Arlene Russell in conversation with Anatol von Hahn](#).

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ScotiaMocatta expands to base metals

Profile

In late January, ScotiaMocatta's new base metals team began operations, enabling the Bank to enhance and develop its existing metals product and service offerings.

ScotiaMocatta announced plans to create the new base metals team last June – to complement the Bank's existing precious metals business – and the group went "live" in January, after extensive efforts to develop and implement a new risk management system.

"ScotiaMocatta has long been recognized as a global leader in precious metals trading, finance, and physical products, and the business line has continued to look for more ways to continue to grow," states Barry Wainstein, Vice-Chairman, Deputy Head of Global Capital Markets, Global Head, Foreign Exchange and Precious and Base Metals. "As our reputation continues to grow, our clients are asking us to play a more significant role in base metals as well."

Located in London, New York and Hong Kong, the global base metals team brings a significant depth of industry experience and the ability to service customers worldwide. The group currently transacts in aluminum, copper, zinc, lead, tin, nickel and steel and clients range from consumers and producers to metal merchants and traders. The global offices will be able to offer all London Metal Exchange contracts, plus Over the Counter (OTC) contracts and Comex-based pricing.

Internally, the base metals team creates opportunities to grow the Bank's client relationships, through cross-divisional collaboration. For example, as a large lender to industrial companies globally, Scotiabank will be able to offer base metal risk management products that add value and return to existing and new relationships.

Additionally, since Scotiabank is very active in the global mining business, the ability to offer 24-hour base metals trading will enhance the Bank's strong competitive position in this focus area.

Client reception has also been extremely positive, according to Steve Lowe, Managing Director and Global Head of Base Metals. "With the wealth of industry expertise brought by base metal co-heads Alistair Watson and John Ervasti, and the team as a whole, we have entered the market with a definite professional edge," notes Lowe. "This new offering helps solidify existing client relationships and the development of new accounts. The strength of Scotiabank's name, our new technology and our experienced employees truly differentiate us from our competitors."

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Senior Vice-President, International Banking Systems

Leading the Way

Interview with Heather Lloyd

In this interview, Heather Lloyd, Senior Vice-President of International Banking Systems shares her experiences and insight on career advancement at Scotiabank.

SWM: What led you to come to work at Scotiabank and what was your first position?

HL: Twenty-two years ago, after graduating from the Devry Institute of Technology University, I joined the Scotiabank recruitment program for new graduates. At that time, my career objectives were to pay my rent and student loans. Shortly after, I assumed my first full-time position as a Trainee Programmer Analyst in E.O. Finance, which turned out to be a terrific opportunity!

SWM: What was your most significant career decision and what influenced you to make that decision?

HL: My most significant career decision happened when I was on maternity leave eight years ago. I was presented with a great opportunity — to join International Banking (IB) as Vice-President of International Banking Systems. At the time, IB was experiencing exciting new changes which were accompanied by many challenges. This position provided me with an opportunity to learn about a new division, meet dynamic individuals and travel to many operations in different countries. IB is a vibrant and diverse division of the Bank and it's turned out to be an amazing learning experience.

SWM: What is your proudest achievement?

HL: By far my proudest achievement is my team in IB Systems. They are innovative, collaborative, diverse, hard working and some of the smartest people I know. It has been a pleasure to work alongside them.

I am also extremely proud of the partnerships our team has established with the business lines in IB. We strive to be a true partner and service provider and this accomplishment is something that we are extremely proud of.

SWM: In your current role, what principles help guide you when making a decision?

HL: As a member of IB's leadership team, we focus on our team and our customers in all of our decisions. For example, we ask ourselves:

1. Have we met the customers' needs?
2. How can we help our employees perform at a high level?
3. How can we help our employees serve our customers better?
4. How can we make banking at Scotiabank better for our customers? What tools and/or processes can we improve to achieve those results?

If our team is happy, it will make Scotiabank a much better place to work.

SWM: As you've advanced, has your impression of what it takes to be a leader changed?

HL: I think when you're not a leader, it's easy to be critical of things that you would have done

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differently, but when you become a leader of a larger team, the workload becomes increasingly heavy.

It's difficult to be the person you aspire to be every day. I think it's important to treat people the way you want to be treated even when you're under pressure. Try to have the discipline to do that and try to be genuine every day.

SWM: Did you have any mentors or coaching relationships and if so, how important is it for employees to establish mentors and/or coaches early on in their career?

HL: I have had both mentors and coaches in my career. These relationships have been extremely helpful and effective for me. They have provided great advice, direction and are often a sounding board for ideas.

I do believe that Scotiabankers should pursue mentoring and/or coaching relationships because it helps guide and support them throughout their careers. I suggest to not only consider coaches or mentors at senior levels, but at any level or position in the organization. Some of the best coaches I've had are peers who possess a tremendous amount of experience and knowledge.

SWM: In your opinion, how can people move forward in their career?

HL: It's important to be results focused. We must achieve our goals and objectives as individuals, as well as teams for Scotiabank in order for us to continue to be successful. And to go back to what I said earlier, it is important to treat people as we would like to be treated — with dignity and respect. Since we work across a large and diverse team of Scotiabankers, people skills and collaboration are essential tools to success. Lastly, be open and flexible to new ideas, opinions, suggestions and opportunities.

SWM: Where do you see yourself five or ten years from now? What goals are you working towards?

HL: At this stage, I am focused on being a busy working mom with my small kids. My goals are really about surviving the day and making sure I don't forget to pack the lunch boxes and knapsacks!

My long-term goals in five to 10 years are general: to be working on something exciting and challenging for the Bank. I love it here and it's like my second family. After twenty-two years, I'm very happy spending eight to ten hours a day at Scotiabank. I definitely feel privileged to work with such a wonderful team.

SWM: How do you maintain a work-life balance? What are your favourite ways to spend your free time?

HL: Work and life balance is very difficult. The workload is very demanding, and as a result, I set my priorities daily. When I can't get everything done in the day, I pay attention to our objectives in IB and key priorities to meet my deadlines.

And it's also very important to stay focused to adjust to conference calls with countries that are operating in different time zones since I may have an early call at 6:00 am and another at 9:00 pm.

Scotiabank has been very supportive and flexible to me as a working mom. I had my kids late in my career. I had my first child when I was a Director in Scotia Capital and my second child when I was a Vice-President in International Banking.

I like to spend time with my husband and two young children who are five and eight. One of the greatest pleasures about being a mom is that you get to be a kid again. We go to the movies and eat popcorn and of course, we use our SCENE points! We like to swim at the beach and my children have travelled with me to the Caribbean and the Asia Pacific region.



Listening to employees: Taking action for success

From May 4 - 18, some 70,000 employees worldwide were invited to share their views about their working experience in the annual employee survey, ViewPoint. In late June, leaders will receive their results to action, so we can continue to make Scotiabank a great place to work, and a successful organization.

ViewPoint encourages employees to tell us how to make their overall working environment increasingly rewarding and fulfilling. Actioning these results can have a significant influence on employee engagement and also positively affect customer satisfaction, sales and revenue. In other words, employee engagement matters in terms of business success.

"ViewPoint is one of several HR programs that touch each and every one of us around the world. As an organization, we invest substantial time, money and resources to solicit employee feedback. I would encourage leaders and teams to work together, to discuss the ViewPoint Priority Questions identified for your group and develop effective action plans," says Sylvia Chrominska, Group Head, Global Human Resources & Communications.

In June, a Leader Workbook will be available on the ViewPoint Action Planner website and HR Passport (where applicable) to help guide the action-planning process. Developing action plans that focus on one to three of the team's Priority Questions identified in the Results report will have the most influence on enhancing or maintaining employee engagement.

As a leader, share your results and create action plans with your team. Together, we can continue to lead the way as an employer of choice around the world.

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On January 21, Craig Kielburger, Founder of Free the Children helped launch Scotiabank Bright Future. While inspiring the audience to be active in their communities, he applauded the spirit and commitment of the global philanthropic program.

Building a bright future together – one community at a time

Welcome to Bright Future! In this section of Scotia World Magazine, you'll see our employees' spirit and commitment in action, as well as the many charitable, social and community initiatives that showcase Scotiabank's global philanthropic efforts.

In January we introduced Scotiabank Bright Future, our global philanthropic program. Building on the success achieved in our communities across the globe, this program brings together the Bank's existing corporate giving and employee-volunteer programs under one global banner.

"From its earliest days almost 180 years ago in Halifax, Nova Scotia, Scotiabank has held a steadfast belief in supporting the unique needs of each community it serves," says Rick Waugh, President and Chief Executive Officer. "The Scotiabank Bright Future program enables Scotiabank and our 70,000 employees worldwide to build upon this tradition of creating a bright future – one community at a time."

As part of this global initiative, we rebranded "Scotia Cares" to become Bright Future, and introduced new rewards and ways for employees to get involved:

- The Bright Future volunteer website enables employees to sign up for local charities and upcoming volunteer opportunities, share stories and photos, and offers Scotia Applause incentives for logging volunteer hours and submitting stories.
- Scotiabank Bright Future Community Leadership Awards also give individual employees and teams across the Bank another way to be recognized for their leadership and strong commitment to the community.
- The employee portal on ScotiLive brings everything together in one location — housing all components of the Bright Future program.

Employee participation is at the core of our global philanthropic efforts. Scotiabank Bright Future takes us to the next level by reinforcing our position as an excellent global corporate citizen in the hearts and minds of all our stakeholders. Please read more stories on how we are making a difference in our local communities worldwide.

For more information, including our Corporate Funding programs, Community Funding guidelines and templates, the community leadership awards and much more, visit ScotiLive's [Bright Future](#) intranet today.

Bright Future

Building a Bright Future Together

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Scotiabank celebrates 100th anniversary of International Women's Day

AIDS Walk for Life in Halifax

10 years of support for AKFC

Helping immigrant and international students succeed

Scotiabank's Thanksgiving with the elderly

Casual Fridays in support of the military

Scotiabank scores with Canadiens Fan Club Program



Barbados teams up to support the SAVE Foundation, a non-profit organization focused on eliminating domestic violence. (From left to right): Liesel Daisley (Founder, SAVE Foundation), Jacqueline Ferdinand and Kim Lawrence, members of the Advancement of Women committee.

Scotiabank celebrates 100th anniversary of International Women’s Day

On March 8, Scotiabank marked the 100th anniversary of International Women’s Day (IWD) by launching a global campaign to collect toiletries for women who depend on the services of shelters and charities around the world.

Originally created to honour women and their achievements, IWD is now celebrated in countries around the world and includes events to raise awareness of critical women’s issues.

“The 100th anniversary of International Women’s Day is an important milestone for women around the world,” says Sylvia Chrominska, Group Head, Global Human Resources and Communications. “This campaign is the latest in a series of Scotiabank initiatives to support women in their homes, communities and workplaces. Through the generosity of Scotiabankers, we are helping to build a brighter future for women and girls in the communities we call home.”

Leading up to the milestone anniversary, Scotiabank representatives consulted with non-profit groups to determine ways to contribute to the cause. After learning that toiletry items are often in scarce supply at shelters that assist women, Scotiabank began the 10-day campaign and encouraged its offices and teams around the world to collect toiletries for women’s organizations in their communities. The results achieved by Scotiabankers far and wide were impressive.

Scotiabankers lending a hand to help women transition to a new life

Employees across the Bank’s global network demonstrated their community spirit and generosity towards women in need. For example:

- Scotiabankers in Mexico donated, at last count, 11,321 personal hygiene items to their local toiletries campaign. In the central region, these donations were distributed to 21 institutions, with the help of 86 Scotiabank volunteers. In the northern region, the toiletries went to seven different groups.
- In Calgary, Alberta, seven designated drop-off spots around the city filled three large carts with the toiletries, supporting the Calgary Women’s Emergency Shelter.
- Costa Rica’s two-week campaign supported the National Institute of Women, with donations specifically supporting shelters that provide temporary help to women and children who are victims of violence.
- In Barbados, employees were invited to participate by either donating items or cash. After a 10-day drive, an entire truckload of toiletries was donated to the SAVE Foundation.
- The Scotiabank Corozal team in Belize presented 10 packages, each containing 20 items, to help 10 women in the country’s Human Development Department office, since Corozal does not have a shelter where women can seek help. Proceeds came from both employees and monetary contributions by customers.
- Employees at Scotiabank Trinidad and Tobago were enthusiastic about their local campaign and were overly generous, collecting enough supplies to stock, not one, but six charities.
- In Beijing, China, five employees participated in the campaign by donating 100 toiletry items

Bright Future

Building a Bright Future Together

Lead Story
Building a bright future together – one community at a time

Scotiabank celebrates 100th anniversary of International Women’s Day

AIDS Walk for Life in Halifax

10 years of support for AKFC

Helping immigrant and international students succeed

Scotiabank’s Thanksgiving with the elderly

Casual Fridays in support of the military

Scotiabank scores with Canadiens Fan Club Program

to the China Women's Development Foundation (CWDF), a national non-profit social welfare organization dedicated to improving women's overall quality of life and promoting their rights.

- In support of Nellie's shelter, a Toronto institution that provides housing and outreach services to women and children in crisis, employees from Scotiabank Executive Offices filled two truckloads of toiletry essentials – enough inventory to serve shelter clients for three months.
- Not to be outdone, employees at our New York Agency organized local events and 20 New York Scotiabank women attended the Oxfam America Hunger Banquet. The New York office also participated in the bank-wide campaign – collecting items for Women In Need – an organization that provides help to New York City's homeless women. For the month of March, US\$1,700 in donations was made and 200 items were collected.

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Scotiabankers put on their running shoes and came out to participate in the AIDS Walk for Life in Halifax.

AIDS Walk for Life in Halifax

More than 200 people participated in the AIDS Walk for Life in Halifax early last September. This included the "Scotiabank Schooners" – a team of about 20 Scotiabank employee volunteers and participants from Scotia Square, Fairview, Colby Village, Halifax Main Branch, Bridge Branch, and the Atlantic Contact Centre.

The Halifax event raised \$54,000 and the Scotiabankers contributed more than \$3,500 – a tremendous improvement from the \$700 raised in 2009! Scotia Square Branch Manager David Woo spoke at the event to thank all the participants for their increase in support.

10 years of support for AKFC

One hundred and ninety-eight Scotiabankers from Quebec to British Columbia laced up their sneakers last year on May 30 to take part in Canada's largest annual event dedicated to increasing awareness and raising funds to flight global poverty.

This was Scotiabank's 10th anniversary with the Aga Khan Foundation Canada (AKFC), a non-profit international agency that supports social development programs in Asia and Africa. The 5K walk takes place in Edmonton, Kitchener, London, Montreal, Toronto, Vancouver, Victoria, Ottawa and Calgary. Scotiabank's participation not only furthers the Bank's commitment to corporate social responsibility but also demonstrates Canadian values in action – the Canadian tradition of caring about peace, prosperity and the stability of communities beyond our borders.

Corporate teams in each region from Montreal to Vancouver have enabled Scotiabankers to raise awareness in the communities where we work and live. Eight teams, each including more than 30 Scotiabankers, raised \$220,767.

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Students sit down and chat at the Centre for Immigrant and International Students at Red River College in Winnipeg.

Helping immigrant and international students succeed

The Scotiabank Group has donated \$40,000 over the last four years towards the creation of the Centre for Immigrant and International Students at Red River College in Winnipeg. The centre opened officially in September 2008 at the college's Notre Dame Campus and, with the Bank's ongoing support, it is now serving thousands of students.

Scotiabank is deepening its relationship with the college and its international students through its multicultural banking services, and through seminars presented by Scotiabankers at the centre to teach the students about managing their finances in Canada.

Through a series of workshops and activities, the centre is also successfully building essential skills to help the students in their transition to the Canadian workplace culture, including tailored job search strategies and job interview skills.

Scotiabank's Thanksgiving with the elderly



Scotiabankers celebrate Thanksgiving at the Mary Ingraham Retirement Home in the Bahamas.

In Nassau, Bahamas, Scotiabank employees celebrated Thanksgiving by giving back to the residents of the Mary Ingraham Retirement Home. On Nov. 25, 2010 (Thanksgiving Day in the Bahamas), a number of Scotiabankers served a bountiful lunch to the residents of the home and provided them with a special gift of new furniture.

This was all made possible as a result of the Bank's *Give a Smile for Thanksgiving* initiative. Through

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this initiative, employees donated the value of one day's lunch to the retirement home, and the Bank, in turn, matched the donation.

Casual Fridays in support of the military



In Greenwood, Nova Scotia, Scotiabankers dress in red shirts every Friday to show their support for the military.

Scotiabank Greenwood, Nova Scotia, is a huge supporter of Canada's military. A large part of the branch's customers work for the Department of National Defence and Canadian Armed Forces at 14 Wing Greenwood. To recognize the huge contribution that Canada's troops make to the country and to the community, and show their support, employees at the Greenwood branch wear red every Friday.

To complement Red Fridays, each staff member donates \$1.00 per week for the pleasure of dressing casual. This raises approximately \$1,000 annually for the branch's community fund, which is used to support local initiatives. Part of this year's donation will support a needy family at Christmas to help make a family's dreams come true!



Scotiabank scores with Canadiens Fan Club Program

The South Shore Scotiabank branches of Montreal sponsored the Brossard hockey tournament to highlight the Scotiabank Canadiens Fan Club Program and teach children about money management skills.

Scotiabankers were available throughout the tournament, evenings and weekends, to greet the teams, introduce them to the program and sign them up. To make the experience more exciting, the branches organized an autograph session with Montreal Canadiens forward Michael Cammalleri on Sunday, Jan. 23.

Around 400 guests braved the -20°C cold to attend. A DJ played hockey-themed music while branch staff and volunteers served hot chocolate. Inside the branch, there was a photographer immortalizing the moment and collecting emails to forward the pictures. Cammalleri also autographed a picture that was awarded in a draw on Jan. 31 after the tournament ended.

The results were outstanding! There were 300 draw participants, 135 emails were collected through the photo shoot session, 146 people requested more information about the fan club program, and 61 Getting There accounts were opened for new customers.

As the tournament drew teams from across the province, 18 branches benefited from the event, a great example of what can be accomplished through the *One Team, One Goal* approach!

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About *Scotia World Magazine*

Scotia World Magazine is our global employee publication designed to enhance your employment experience by providing a global and local view of our organization — ensuring that, no matter where you work, you receive information that is relevant, consistent and important to you.

Scotia World Magazine features information about all-Bank strategic priorities; the strategic priorities and key initiatives of our four business lines and corporate functions; collaboration and innovation around the Bank; Leadership and other employee-driven initiatives; and our global philanthropic efforts.

Feedback

All submissions and suggestions are welcomed. If you are sending a digital photo, please make sure it is high resolution (300 dpi at 5" x 7").

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