

For Immediate Release
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go2HR Appoints Two New Managers

Vancouver – go2HR – BC's tourism industry human resource association – is pleased to announce the promotion of two long-serving employees, Joyce Lam and Trina Pollard, to join the organization's management team.

In her new role as the Manager, Marketing and Communications, Joyce Lam will be responsible for managing and overseeing go2HR's corporate and program communications, marketing and public relations, including the go2HR.ca website, database marketing and social media.

A SFU Beedie School of Business alumnus, Joyce has more than 10 years of marketing and communications experience with non-profit organizations. She has been a part of go2HR's marketing and communication team since 2008, during which time she has played a key role in the brand refresh to go2HR and helped building the foundation of go2HR's eCommunication and social media strategy. Joyce also holds Associate Certificates from BCIT in Public Relations and Marketing Communications.

As the Manager, Industry Health and Safety, Trina Pollard will manage and oversee the [Industry Health & Safety Program](#), including the Certificate of Recognition (COR) program, with a focus on increasing engagement with tourism and hospitality employers and ensuring that the health & safety initiatives continue to meet the industry's evolving needs.

Trina joined go2HR in 2010 and has been a key member of the health & safety team. She has helped establish the program to be one of the organization's signature offerings, including creating and expanding the annual Industry Occupational Health & Safety Summit, and collaborating with the industry on developing dozens of resources. Trina holds a B.A. in Psychology from the University of British Columbia and an Associate Certificate in Non-Profit Management from BCIT.

"We are delighted to promote Joyce and Trina to their new roles," says Arlene Keis, CEO of go2HR. "They have been valuable members of the go2HR team and we look forward to seeing the tremendous contributions they will continue to make to their programs and the organization."

About go2HR

go2HR is BC's tourism and hospitality human resource association. As labour market specialists, go2HR coordinates the BC Tourism Labour Market Strategy and provides programs and resources in the area of recruitment, retention and training. To learn more, visit go2HR.ca.

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