



JA
British
Columbia

Member of JA Canada

PROGRAM REPORT

Rocky Mountaineer

2025-26



Years of
Empowering
Lives

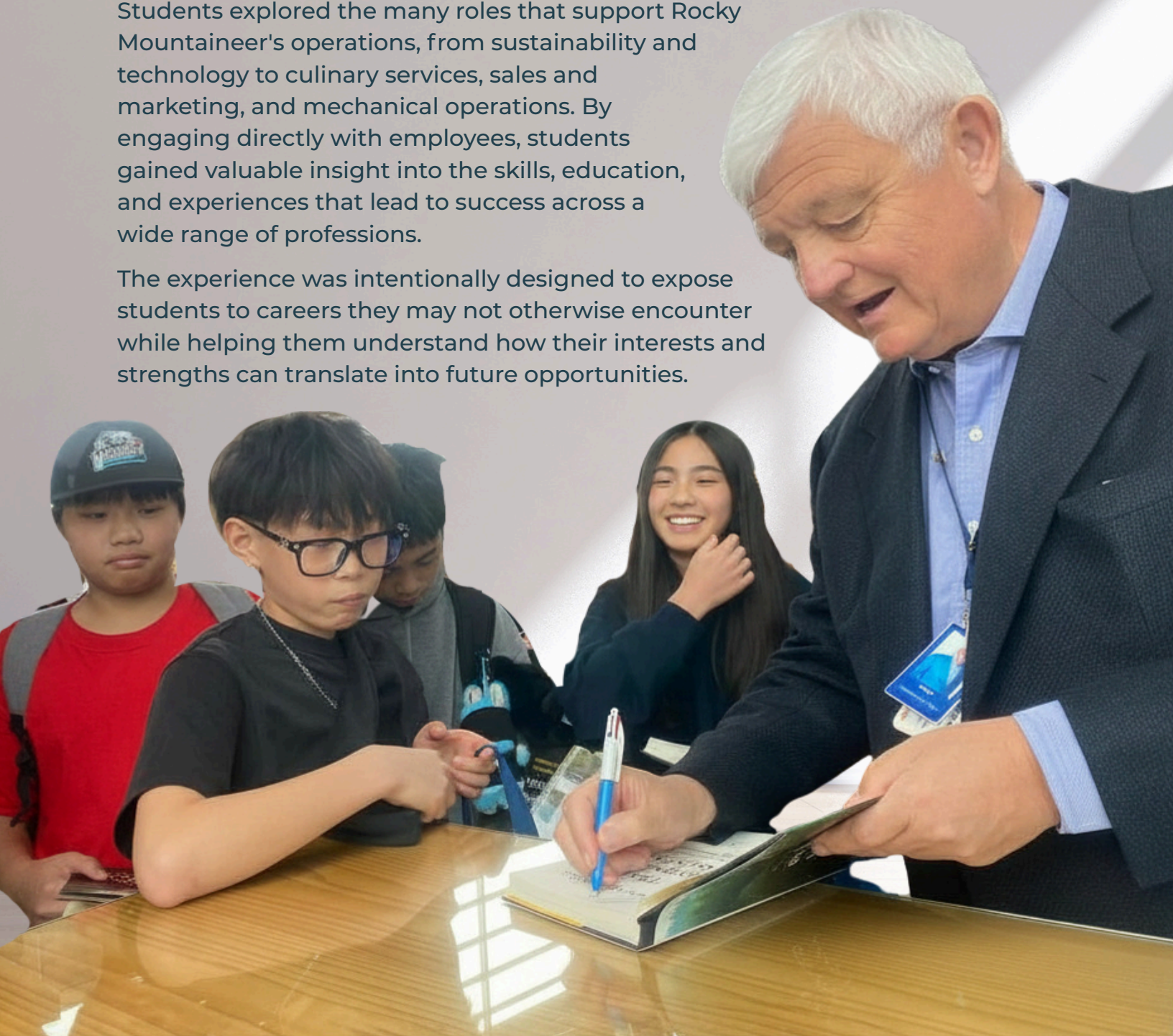
ABOUT

EXPANDING STUDENTS' VIEW OF WHAT IS POSSIBLE

On April 28, 2026, Rocky Mountaineer in Vancouver welcomed 79 Grade 6 and 7 students from John Norquay Elementary and Renfrew Community Elementary for a day of experiential learning delivered in partnership with JA British Columbia.

Students explored the many roles that support Rocky Mountaineer's operations, from sustainability and technology to culinary services, sales and marketing, and mechanical operations. By engaging directly with employees, students gained valuable insight into the skills, education, and experiences that lead to success across a wide range of professions.

The experience was intentionally designed to expose students to careers they may not otherwise encounter while helping them understand how their interests and strengths can translate into future opportunities.



PROGRAM SNAPSHOT

79 Students Reached

John Norquay Elementary & Renfrew Community Elementary

Vancouver, B.C.





BUILDING FINANCIAL LITERACY & FUTURE READINESS

The day included a live delivery of JA's [Economics for Success](#) program.

Through interactive activities and real-world budgeting exercises, students explored:



Personal strengths and transferable skills



Budgeting and financial decision-making



Goal setting and future planning



Career and education pathways

Having a career in sustainability surprised me the most, because I never knew that people could be helping the Earth as a job.

- Student



VOICES FROM THE DAY



Ashley Armstrong
Director, Armstrong Collective



Megan Cash
CFO, Armstrong Collective

“ I think this program is fantastic, and I think I would have loved something like this when I was younger. I've worked in various roles through the company, on the train, at the front desk, in guest services, sales, and analytics. Today you will learn about the different roles at Rocky Mountaineer. ”

“ Think about what you like to do. When I was your age, I knew I loved math. I also loved art, even though I wasn't particularly good at it. I loved spending time with my friends. As you think about future jobs, ask yourself: Is this career going to let me do the things I enjoy? ”



From an educator's perspective, what stood out most was the experience's intentional, well-structured nature. The students were highly engaged throughout the day and gained insight into potential career pathways.

— Tamara Gopal, Educator, Renfrew Community Elementary





CAREER EXPLORATION WORKSHOPS



All the careers were really interesting but I think that the technology was really cool. I thought that technology was only sitting behind a computer but in reality its doing much more.
– Grade 6 Student



5

Interactive
career stations

10

Rocky Mountaineer
Volunteers

Students explored the many roles that keep Rocky Mountaineer moving, guided by volunteers who shared their expertise and helped connect classroom learning with real-world careers.

- **Sustainability:** Natasha Gorbert-Hopkins
- **Sales & Marketing:** Keana Casault and Drew Watt
- **Mechanical Operations:** Dylan Smith and Coco Southern
- **Technology & AI:** Hannah Kim and Stefan Khan-Kernahan
- **Destinations & Culinary:** Norman Duchaine, Nathan Sanctis, Kaelhub Cudmore



BEST FIELD
TRIP EVER!!
— Grade 6
Student



SPEAKER SPOTLIGHT

“You spend a lot of time at your job when you're older, so you want to **pick something that you love to do**. What do you like to do, and how do you harness that into the work you'll do in the future? **The goal is to really enjoy yourself and have a rewarding career**. Even if your first dream job isn't the one you end up doing, there are so many other careers out there. Today's about **discovering those possibilities**.”

A man with grey hair and glasses, wearing a grey sweater, is speaking into a microphone. He is standing in front of a blurred background of a building. In the foreground, the backs of several people's heads are visible, suggesting an audience.

Brian Good
Chief People Officer, Armstrong Collective



STUDENT OUTCOMES

What is one job you learned about today that you didn't know existed?

I didn't know that there is a team for communication and sustainability but it's important to keep things together.

Which career department surprised you the most? Why?

Sales & marketing, I never knew that people from all over the world come to see Rocky Mountaineer!

What skills do you think someone would need to work at Rocky Mountaineer?

I think you need a good mididset and perseverance since everyone here is passionate.

What skills do you think someone would need to work at Rocky Mountaineer?

I think you need to be able to work in a team with communication.



[View the highlight reel](#)

[Read the web article](#)

[View the Kudoboard](#)



THANK YOU TO OUR SUPPORTER

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We truly cannot thank you enough for your support, for opening your doors to these youth, encouraging volunteerism among your employees, and embracing this vision with such generosity and heart. The day was a resounding success on so many levels. Hopefully, it will be one of those experiences that stays with students for years to come. – Stephanie Symes, JABC



This experience would not have been possible without the commitment and generosity of the Rocky Mountaineer team.

Thank you to Peter R. B. Armstrong, Dessie Read, Ashley Armstrong, Brian Good, Megan Cash, and the many Rocky Mountaineer employees who shared their expertise, experiences, and time with students throughout the day.

Together, we are helping young people build the skills, confidence, and aspirations they need to succeed in school, work, and life.



Peter R. B. Armstrong
Founder, Rocky Mountaineer
[Business Laureate of British Columbia](#)

ABOUT US



Celebrating 70 Years

Since 1955, JA British Columbia (JABC) has been helping young people build the skills and confidence to shape their futures.

What began with 200 students participating in the first JA program in Canada has grown into a province-wide organization delivering hands-on learning in work readiness, financial health, and entrepreneurship to youth at no cost, thanks to donor support.

JABC now delivers more than 100,000 learning experiences each year, empowering them to build successful careers, prepare for the risks and rewards of entrepreneurship, and thrive financially.

Learn more at jabc.org



JA British Columbia
#570-475 West Georgia Street
Vancouver, British Columbia
Canada V6B 4M9



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