

# The CSEM Newsletter

CSEM's mission is to represent the interests and enhance the capabilities of engineers in management in order to advance and promote efficient management of commerce, industry and public affairs.



Canadian Society for Engineering Management  
Société canadienne de gestion en ingénierie

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A member Society of the Engineering Institute of Canada



Une société adhérente à l'Institut canadien des ingénieurs



## From the President

CSEM President, J. Gordon Thomson, B.Eng. (RMC), LL.B., P.Eng., FEIC.

**A**t the last CSEM Annual General Meeting on Monday, June 5<sup>th</sup> I assumed the

role of President, Canadian Society of Engineering Management. On behalf of CSEM's Board of Directors, and myself I would like to thank our Past-President, Ken Putt, P.Eng., FEIC for his many years of strong leadership in that position. We are fortunate that Ken will continue to serve on CSEM's Board of Directors. Ken is presently the President-Elect of the Engineering Institute of Canada.

Over the past few years, the Society's Board of Directors has achieved a number of significant goals in revitalizing CSEM, including the publication of a quarterly newsletter, the establishment of an Internet presence and delivering a number of successful professional development training sessions to engineers across the country. These are significant achievements when one considers the time and budgetary constraints faced by CSEM's all-volunteer Board of Directors.

Yet, CSEM continues to face challenges. I characterize these challenges as the Four "R's" – RETENTION, REVENUE, RELEVANCE and RELIANCE.

### RETENTION:

CSEM's greatest challenge is the retention of its members. In an age where the management demands of engineering works and technology are

increasing, CSEM's membership continues to decline. Your Board of Director's has established a Membership Committee, chaired by myself, to analyze this problem and generate solutions.

### REVENUE:

Tied closely with declining membership is declining revenue. CSEM's primary source of revenue is membership dues. Your Board of Directors has, in the past, opted to maintain membership dues at their current low levels as one solution to attracting and retaining membership. While CSEM remains solvent and its budget balanced, shortfalls in operating revenues severely restrict our promotional and professional development activities. CSEM has had some success in delivering revenue generating professional development activities. These are demanding activities with attendant financial risks that place a large administrative burden on the Board. Nonetheless, in order to increase both revenue and retention of members, CSEM will have to increase its professional development offerings. If you have not paid your membership dues yet, I urge you to do so. CSEM needs your continued support.

### RELEVANCE:

This challenge is both a cause of declining membership and a potential solution to that problem. Is CSEM's relevant as a technical society? What direction should we take? What services should we provide to our members and the engineering community at large? CSEM is the only

technical society that concerns itself with those "soft" skill-sets required by engineers to be effective managers. These include: leadership, human resources, law, entrepreneurship, finance, marketing, project and technology management. From experience, we know that providing professional development activities in these areas attracts new membership and generates revenue. CSEM must therefore continue to expand its role in providing this type of professional development activity to Canadian engineers. However, given the amount

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of capital and time required to successfully organize a professional development event, CSEM must proceed positively but realistically. This brings me to my last "R".

#### RELIANCE:

CSEM relies on a small cadre of dedicated engineers to provide leadership at both the national and chapter levels. Most of these engineers have active professional

careers and therefore, what time they dedicate to CSEM is extremely valuable. In order for CSEM to grow, the burden on CSEM's existing leadership has to be reduced. Attracting new membership to CSEM's Board of Directors (or to any voluntary Board!) is, understandably, very difficult. However, the challenges faced by CSEM are substantial and can no longer be met by the capabilities of less than a dozen dedicated individuals. If it is to thrive rather than just survive, CSEM needs the active support of its members as participants on the national

Board of Directors as well as at the chapter level. The national Board needs to at least double in size and volunteers must be found to support chapter development in major cities. It is my goal as President of CSEM to provide direction and leadership to resolve the challenges presented by the four "R's". I believe that engineering management, in all of its guises, represents opportunities for personal growth, professional success and community contribution.

## Online professional development registry goes live

*Engineers can now keep track of their professional development hours through a new online registry.*

**T**he Engineering Institute of Canada (EIC) has made it easier for engineers to manage their professional development by offering the Professional Development Registry. This online database allows engineers to record the courses and training they take as they travel the exciting highways of their personal career path.

"The registry is a free benefit to individuals in the profession," says John Plant, P.Eng., Executive Director of EIC. "We'd like engineers to use the site on a regular basis."

The EIC registry will maintain a record of continuing education units (CEUs) and professional development hours (PDHs) of continuing education activities. A record of these hours will be available for seven years. Individuals can download their own record, or for a small fee, EIC will supply transcripts and certificates of participation upon request.

EIC has also ensured engineers across Canada can plan and manage their career and professional competency in a manner that ensures their personal privacy. EIC will assign a user name and password, and records cannot be accessed without the password.

Drawing from universities and institutes from across Canada, engineers

can broaden their knowledge through formal courses, workshops, conferences, seminars, technical lectures, site visits, preparation of technical publications and other self-study learning activities.

Professional development credits can be obtained in several ways, depending upon the type of activity. CEUs must satisfy the requirements of the International Association of Continuing Education and Training (IACET.) Ten hours of continuing education activity equals one CEU. Examples include courses and workshops.

PDHs include a wide range of activities where the application of knowledge is not assessed. Examples include technical conferences, seminars, and lectures.

EIC also plans to set up a help desk for users of the registry, employing a computer science student part-time to work the help desk. They are presently looking for a donation of \$18,000 to fund the help desk.

For more information on professional development, visit [www.eic-ici.ca](http://www.eic-ici.ca), or to register your professional development hours, go to [www.eic-ici.ca/english/pda](http://www.eic-ici.ca/english/pda).

#### GWILYM HUGHES, P.Eng.

The Board of Directors was greatly saddened upon learning that Gwilym Hughes passed away. Gwilym was an active participant in CSEM and served on its Board of Directors for many years. His obituary notice follows:

HUGHES, Gwilym Thomas John, P.Eng., M.I.C.E., F.E.I.C. at Richmond General Hospital on Sunday, April 2, 2000. Gwil, as he was known to all who loved him, died peacefully in his 81<sup>st</sup> year with his beloved Eileen at his bedside. Gwil will be remembered with love by his daughter, Jill Telford of Nanaimo, his daughter and son-in-law, Pat and Rick Swadden of Gibsons, his daughter, Sally Walker of Richmond, his son and daughter-in-law, Gareth and Lisa Hughes of Ladner, his son and daughter-in-law, Trevor and Julie Hughes of Ladner and the 11 grandchildren who brought him so much joy. Gwil will also be sadly missed by friends and relations the world over with whom he worked so hard to keep in touch and to whom he gave so much. Gwil lived his life to the fullest and was rewarded with love, friendship, joy and contentment.

In memory of Gwil, there will be an eisteddfod and bocce tournament in his garden in Castlegar on September 2, 2000. All friends are welcome. Donations will be welcome to the Palliative Care Ward of the Richmond General Hospital to which the family is grateful.

All condolences may be sent to:  
Eileen Hughes, 408-12911 Railway Avenue, Richmond, B.C. V7L 6L8

# Calgary Branch Seminar "Breakthrough Performance" a big success

**O**n October 16, 2000, the Calgary Branch sponsored a one-day seminar on "Breakthrough Performance" at the PanCanadian Training Centre, Calgary, Alberta.

The speaker was Doug Hanover, Vice President, JMW Consultants Inc. of Stamford, Connecticut. The aim of the seminar was to show how ordinary people can achieve extraordinary results. The workshop seminar focused on those critical items that distinguish breakthrough performance. It covered topics that relate to developing a results-oriented focus both personally and corporately.

## SEMINAR AGENDA:

### Part I

- Relationship: the foundation for extraordinary accomplishments
- The Drift: the conspiracy of no accountability

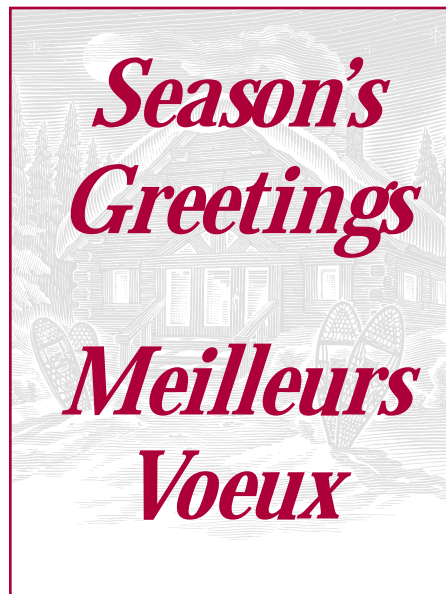
### Part II

- Problem: a phenomenon in language
- Breakdown: the door to solutions

### Part III

- Conversation: the manager's tool kit
- Results: reality and possibility
- Secrets to Success

Plans are being made to bring Mr. Hanover to other Canadian cities.



**WANTED – CSEM MEMBERS TO SERVE ON THE BOARD OF DIRECTORS. HELP US GROW! IF YOU ARE INTERESTED IN PARTICIPATING ON OUR BOARD PLEASE CONTACT THE PRESIDENT.**

The **CSEM Newsletter**

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## REMINDER

# IT IS TIME TO RENEW YOUR MEMBERSHIP TO CSEM.

**PLEASE MAIL YOUR CSEM DUES SOON. WE NEED AND APPRECIATE YOUR SUPPORT!**

*Where to our members come from? What follows is a selection of organizations that are represented in CSEM:*

Nova Scotia Power Corporation  
SNC-Lavalin  
Petro Canada  
Ecole Polytechnique  
University of Waterloo  
IBM Canada

Structural Board Association  
3M  
Royal Bank  
Acres International Ltd.  
Alberta Research Council  
Reid Crowther & Partners

Fluor Daniel Canada Inc.  
TransCanada Pipeline Ltd.  
Canadian Armed Forces  
Falconbridge Ltd.



250 ch. Consumers Road, Suite/bureau 301, Willowdale, Ontario M2J 4V6 Tel.: (416) 494-1440 Fax: (416) 495-8723

**APPLICATION FOR ADMISSION**

**FORMULAIRE D'ADHÉSION**

FIRST NAME \_\_\_\_\_

LAST NAME \_\_\_\_\_

Please check your preference for mailings.

HOME ADDRESS  BUSINESS ADDRESS

\_\_\_\_\_  
\_\_\_\_\_

Tel.: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Employer: \_\_\_\_\_

Position held: \_\_\_\_\_

**ENGINEERING OR OTHER EDUCATION**

University: \_\_\_\_\_

Discipline: \_\_\_\_\_

Degree: \_\_\_\_\_ Year of graduation: \_\_\_\_\_

University: \_\_\_\_\_

Discipline: \_\_\_\_\_

Degree: \_\_\_\_\_ Year of graduation: \_\_\_\_\_

**PROFESSIONAL ASSOCIATIONS**

Province of registration as a P. Eng: \_\_\_\_\_

Other memberships:  CSCE  CSME  CGS  CSCHE  IEEE

Other : \_\_\_\_\_

**TYPE OF MEMBERSHIP DESIRED**

Full Membership \$70.00  Membership certificate \$15.00

Second Society Membership \$65.00  Student Membership \$35.00

Associate Membership \$70.00

Do you wish to subscribe to the *Engineering Management Journal*? \$40.00

Do you wish to make a donation to CSEM? \$ \_\_\_\_\_

**Total** \_\_\_\_\_ \$

Please remit total amount by cheque made payable to CSEM to the address shown above

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

PRÉNOM \_\_\_\_\_

NOM \_\_\_\_\_

Veillez indiquer votre préférence pour la correspondance.

ADRESSE À DOMICILE  ADRESSE AU TRAVAIL

\_\_\_\_\_  
\_\_\_\_\_

Téléphone : \_\_\_\_\_

Télécopieur : \_\_\_\_\_

Adresse électronique : \_\_\_\_\_

Employeur : \_\_\_\_\_

Poste actuel : \_\_\_\_\_

**ÉTUDES EN GÉNIE OU AUTRES**

Université : \_\_\_\_\_

Discipline : \_\_\_\_\_

Diplôme : \_\_\_\_\_ Année d'obtention : \_\_\_\_\_

Université : \_\_\_\_\_

Discipline : \_\_\_\_\_

Diplôme : \_\_\_\_\_ Année d'obtention : \_\_\_\_\_

**ASSOCIATIONS PROFESSIONNELLES**

Province de certification en ingénierie :

Autres associations :  SCGC  SGGM  SCG  SCGCh  IEEE

Autre : \_\_\_\_\_

**TYPE D'ADHÉSION DÉSIRÉE**

Adhésion complète 70 \$  Attestation d'adhésion 15 \$

Adhésion secondaire 65 \$  Adhésion étudiante 35 \$

Associés 70 \$

Voulez-vous vous abonner au *Engineering Management Journal*? 40 \$

Désirez-vous faire un don à la SCGI \_\_\_\_\_ \$

**Total** \_\_\_\_\_ \$

Prière de remettre un chèque pour le montant total au nom de la SCGI à l'adresse ci-haut.

Signature : \_\_\_\_\_

Date : \_\_\_\_\_



# Highlights from the EIC National Council Meeting of June 4th, Ottawa, Ontario

## ABOUT THE NEW EIC PRESIDENT, LINDA WEAVER, P.ENG., FEIC

Linda Weaver is an engineer entrepreneur who co-founded TecKnowledge Healthcare Systems Inc., Canada's leading telehealth solution provider. She has a comprehensive understanding of computers, communications technologies and business processes as they apply to healthcare and has been a leader in the design and implementation of information technologies in clinical practice. Linda is a Past-Councilor of IEEE Canada and the current Vice-Chair of the Atlantic Industrial Research Institute. She has a BSc. (Mathematics) from Dalhousie University, a B.Eng. (Electrical) from TUNS and a MBA from St. Mary's University.

Mr. Parvis Guishani from the Canadian Nuclear Society was present at the EIC National Council Meeting and gave a brief overview of the CNS. The CNS is giving consideration to joining the EIC as a technical society.

Ms. Djaouida Chenaf, Professor of Civil Engineering, Royal Military College replaces Mr. Guy Gosselin as Treasurer of the EIC.

### THE EXECUTIVE COMMITTEE OF THE EIC IS AS FOLLOWS:

Linda Weaver, President  
Ken Putt, President Elect  
Djouida Chenaf, Treasurer  
Ray Benson, Chair HAF Committee  
Andre Rollin, Chair TPD Committee  
Executive Director – Dr. John Plant  
Assistant – Huguette Findlay



John Seychuck, Past President, EIC presents the Gavel to Linda Weaver, incoming President, EIC.



Linda Weaver, President, EIC, presents a certificate of appreciation to Andre Rollin, Past-President EIC.

## Highlights from the EIC National Council Meeting October 28th to 29th, Halifax NS

On Saturday, October 28<sup>th</sup> Linda Weaver President, EIC presided over a panel discussion entitled "Industry's Perspective on Engineering Technical Societies". The invited panellists from industry were: Michael Holden an economist with APEC; Bruce Macdougall, Manager, Telecon Applications Research Alliance; David Nantes, P.Eng., Executive Vice-President The Whitford Group; and, Frank Trotter, President and CEO of CANAC Inc.

Three of the Technical Societies were represented (CGS, CSEM and CSCE). As well, several of EIC's participating partners were in attendance. Here are the main points from the panel discussion:

- the EIC and its technical societies are expected to maintain technical excellence amongst its members.
- industry recognizes the EIC and its technical societies as providers of professional development activities.
- networking is of great importance to engineers. The technical societies need to appeal to and serve engineers as individuals and not their corporate employers.
- the technical societies must concentrate on their core competencies and not try to be all things to all people.



## CALL FOR ENTRIES – CCPE NATIONAL SCHOLARSHIP

Six cash prizes totalling \$52,500 will reward excellence in the Canadian engineering profession and support advanced studies and research. The following scholarships will be awarded:

- Three CCPE-Manulife Financial Scholarships valued at \$10,000 each will provide financial assistance to engineers returning to university for further study or research in an engineering field.
- Two CCEP-Meloche Monnex Scholarships of \$7,500 each will support engineers returning to university for further study or research in a field other than engineering. The field of study should favour the acquisition of knowledge, which enhances performance in the engineering profession.
- A CCPE-Econ Endowment of \$7,500 will be awarded to a professional engineer pursuing studies in the area of engineering failure investigation, risk management, and/or materials testing.

**THE DEADLINE FOR APPLICATIONS IS APRIL 1, 2000.** For more information, please contact Lynn Villeneuve at CCPE (613) 232-2474; e-mail: [lynn.villeneuve@ccpe.ca](mailto:lynn.villeneuve@ccpe.ca) URL: [www.ccpe.ca](http://www.ccpe.ca)

## CSEM's President attends 21<sup>st</sup> ASEM Annual Conference

I had the pleasure of attending the 21<sup>st</sup> ASEM Annual Conference held in Washington D.C, October 4<sup>th</sup> to 7<sup>th</sup>. The theme of this conference was "Technical Management: Key to Enterprise Success in the 21<sup>st</sup> Century". The conference was generously hosted by The George Washington University Department of Engineering Management & Systems Engineering. Sponsorship was provided by a number of companies including Science Applications International Corporation.

Plenary session speakers included: Mr. John W. Sidgmore, Vice Chairman of MCI Worldcom; Lt. Gen. E.R. Heiberg III, former commander of the US Corps of Engineers; J. R. Beyster, CEO of SAIC International; I.J. Hudson, NBC Television, and, William Owens, Vice Chairman of Teledisc.

Topics included: Management of Technical Start-ups & New Ventures; Management of Fast Growth in Changing Markets and Technologies; Advances in the Practice of Engineering Management; Current Issues in the Management of Technical Organizations and Operations; Engineering Management Practices in the New Millennium and Engineering Management Tutorial Sessions.

Overall, I found the sessions to be very interesting not only from an engineering management perspective but also from a business and entrepreneurial perspective. These sessions confirmed my belief that engineering management embraces an extremely broad range of activities, from marketing technology products to risk taking in business ventures.

I met several of the officers of the ASEM, including outgoing President Jerry Westbrook of the University of Alabama and incoming President Derya Jacobs of Old Dominion University. One thing that impressed me about the structure of ASEM was the large number of directors they had. This allows the ASEM executive to delegate many tasks and functions to other individuals. As well, ASEM is organized around regions and not cities, a model that would be well suited to CSEM. The ASEM has about 900 members and, in many ways, faces the same issues of membership retention and professional development that CSEM does. However, with the support of its members and directors, ASEM was able to plan and execute an excellent meeting.

My presence was a welcome one and everyone I met seem to know and greatly respect John Whittaker, one of CSEM's more active members based at the University of Alberta, Edmonton. By having access to an annual venue such as the ASEM Annual Conference, CSEM has potential to recruit many more members from engineering and management university faculties across Canada.

ASEM President Ms. Derya Jacobs expressed a great keenness in working together with CSEM in the future to further our common goals. A joint CSEM/ASEM meeting in Canada in the near future is certainly a possibility.

Next year, the ASEM 22<sup>nd</sup> National Conference will be hosted by the University of Alabama in Huntsville, Alabama. I am hoping that more members of CSEM will be able to attend and perhaps contribute to this meeting with a paper or two. CSEM will be announcing the ASEM 22<sup>nd</sup> National Conference in due course.