

AtlanTECH news

for the technology professionals of New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland



Nova Scotia Engineering Week Highlights.....

The 2001 SCETTNS Award

At APENS Honorary Life Awards Banquet, Glenn Goode, C.E.T. (at left) President of SCETTNS presented to Ross Miller, P.Eng. an honorary C.E.T. designation, and a MacAskill picture, to thank Ross for the many volunteer hours as Chairman of the SCETTNS Certification Board. Although Ross will no longer be the Chairman, he plans to remain a Board member.

ACETTPPEI President's Message

It seems like just yesterday that we were battling waist high snow drifts and unrelenting cold. Now, as we enjoy the warmth of a lingering sun and watch pastures turn green, we find ourselves spending an extra minute or two, smiling to ourselves as we take in nature's transition and revitalization. As the technology professionals of Prince Edward Island, we have cause to smile a little extra this year as our organization undergoes a (..... *continued on Page two....*)

From Sea to Sea - Wood WORKS! officially launched in the Maritimes *Moncton, New Brunswick* - Working in partnership with the Maritime Lumber Bureau and the local forest industry, the Canadian Wood Council officially launched the Wood WORKS! project for the Greater Moncton area May 2, 2001. Politicians, government ministries, municipal governments, business leaders, architects, engineers, technologists and builders were in attendance for this event. Guest speaker Jeannot Volpe, Minister of Natural Resources for New Brunswick, spoke of the importance of the forest industry for New Brunswick and how 1 out of every 8 jobs in the province is either directly or indirectly related to the industry.

(*continued WoodWork! on page 5 ...*)

In This Issue:

- President's Messages
(NB, PEI, NS)
- CCTT "summer" TechCan
- Scholarship opportunities
- Microsoft = "engineers"
- Reader Survey & prize draw
- National Achievement Award submission info



NBSCETT mugs

(standard handle is opposite the colour logo) are available from Society office, \$5.00/ea. or set of six for \$25.00 (*plus postage*). Members could win a set of six mugs FREE: return the completed Readers' Survey on the back page.

(continued from front page....ACETTPEI President's Message...)

..... significant transition and revitalization of its own. With nearly 150 members, and a new name: the **Association of Certified Engineering Technicians and Technologists of Prince Edward Island (ACETTPEI)**, as well as a new Constitution and Bylaws; we are poised to move to the next level in our evolution as a professional association.

This year promises to be very interesting. Not only will we be busy with the administrative overhead associated with a name change, we will be pursuing a number of new and important initiatives. High on our priority list is the development of an ethics exam to ensure that applicants for certified membership understand the significance of the commitment they will make by agreeing to abide by ACETTPEI's Code Of Ethics.

We will also explore the possibility of retaining a part time staff person to carry out some of the inevitable office work that needs to be taken care of every week.

As well, we will continue to develop a strong relationship with the Association of Professional Engineers of Prince Edward Island (APEPEI). Work is underway to begin ex-officio reciprocal representation on our respective Councils.

We are also planning a charity fund raising event called a "Build, Bail, and Sail" in which we will challenge other professional organizations across the province. It promises to be a great deal of fun (watch our www.peisct.pe.ca for details).

I must admit that this year will be a learning experience for me, your new President. I want to thank you for the humbling opportunity to serve the association in this capacity and assure you that I will do my very best. Let's not forget that we have a wonderful group of extremely capable technicians and technologists on Council, and involved in committees; and, while I trust that we will accomplish much over the coming year, it will be largely a result of their hard work and dedication.

Speaking of volunteers, if you are interested in participating more in our organization don't hesitate to contact us at any time, you will find the experience very rewarding.

In closing I want to acknowledge our Past President, Stephen Gould, for all the hard work, inspiration, and willingness to take on the role of CCTT Director. Thank you Stephen!

Everyone have a wonderful and safe summer season.

Cheers,

Brian Fleming, CET
President, ACETTPEI

NBSCETT - SttagN-B

2001 - 2002 Council

President	Pamela M. Jardine, CET
President Elect	Richard P. Jackson, CET
Vice President	V. June Connell, cCCT, CET
CCTT Director	Dan McLaughlin, CET

District Councillors:

Fredericton	Mark J. Wilson, CET
Fredericton	Dan McCarty, CET
Moncton	Peggy M. L. Fraser, CET
Moncton	J. Eloi Ross, CET
North	Donald S. Duguay, CET
North East	Ron J. Leger, CET
North West	Roger J. Poitras, AScT
Saint John	Peter D. Wilson, CET
Saint John	E. James Nyers, CET

The NBSCETT Meloche-Monnex Continuing Education Bursary

Application for the NBSCETT - Meloche Monnex Continuing Education Bursary is open to any NBSCETT Certified member or immediate family member, who has confirmed registration in a nationally accredited applied science /engineering technology training program, or regular/distance education courses/programs of relevant discipline specific for upgrading, or, leading to reclassification from Certified Technician to Certified Technologist status. Applications for this Bursary, complete with proof of program registration and curriculum outline must be received at the Society office by August 31, 2001.

Bourse d'éducation permanente Meloche-Monnex de la SttagN-B

La bourse d'éducation permanente Meloche-Monnex de la STTAGNB est accessible à tous les membres certifiés et les membres de leur famille immédiate, qui sont officiellement inscrits à un programme de formation, reconnu à l'échelle nationale, en technologie des sciences appliquées ou du génie, ou à des cours ou programmes d'éducation réguliers ou à distance dans une discipline liée à une mise à jour ou menant à une reclassification du titre de technicien certifié à celui de technologue certifié. Les demandes pour cette bourse, accompagnées d'une preuve d'inscription à un programme et d'un synopsis du programme d'études doivent parvenir au bureau de la Société avant le 31 aout 2001.

NBSCETT information presentations available to employers, managers & staff

If you, your company, or community organization wants to know more about NBSCETT, its role in education, the standards for certification and the designations, relationship and benefits to industry, career advancement, its processes and national/international recognition, a presentation (english or french) is available; and will be as in-depth and detailed as requested.

The presentation can be from 20 minutes to two hours.

NBSCETT President's Message

It is with much enthusiasm that I look ahead to the upcoming term serving as the President of NBSCETT.

It is over ten (10) years since I first heard the acronym "NBSCETT", and like many of you I questioned, "who are they, and what do they do?" A New Brunswick Community College instructor introduced my Industrial Instrumentation Technology class (of 1991) to the Society. He explained that there is a "national" or Canadian Council of Technicians and Technologists (CCTT), who accredit technical programs across Canada which meet their high standards, and successful graduates from accredited programs, once employed, can apply for "TGIT" status (or technical graduate in training). Following 2 years of working in their area of engineering technology they can apply for CET or "certified" status as an engineering technologists.

Upon my graduation from NBCC, I found employment with the Province of New Brunswick as the "Electrical Design Review Officer" and one (1) stipulation of my reclassification as a "Technical Service Inspector" was that I become a member of NBSCETT. Following my work term under a Professional Electrical Engineer I received my CET status, in 1994. It was not until 1997 however, when I agreed to serve as Fredericton District Councillor that I really learned about this very important group.

You see each province of Canada has the equivalent of NBSCETT and each is a "CM" or Constituent Members of the Canadian Council or "CCTT." Each provincial Society has council comprised of Councillors representing each New Brunswick District as well as an Executive. We are legislated and recognised under authority of the *Engineering Technology Act* and we comprise a large part of the working arms and legs of New Brunswick's engineering technology team. Our members come from all engineering technology disciplines of civil, mechanical, electrical, chemical, information technology etc, and we are presently approximately 1500 members strong!

For my two (2) year term as President, I hope to continue the good communication started by my predecessors in liaising with the Association of Professional Engineers and Geoscientists of New Brunswick.

I intend on creating in-roads, and improving the relationships of the Society with the Provincial government to **increase the awareness of NBSCETT's role in standards, education, and strive for the employability of as many New Brunswick's Certified Engineering Technicians/ Technologists as possible.**

Lastly, and in harmony with the above, a large challenge which lies ahead is to bridge the gap between trades, technology, and professional engineers, as each group forms a very important building block in the entire framework of the developing society of New Brunswick (and Atlantic Canada), as we are all part of the global marketplace.

Regards,

*Pamela Jardine, CET
NBSCETT President*

SCETTNS President's Message

This past year has been a very busy and productive time for SCETTNS. We were proud to host the Canadian Council of Technicians and Technologists (CCTT) Annual General Meeting in October. We were especially pleased with the feedback that we received from the participants who loved the city, our hospitality, and the venues such as the Grafton Street Dinner Theatre, Pier 21 and Pier 22. This was a huge undertaking for our association but we rose to the challenge and the results were extremely successful. Thank you Karen for all your hard work.

SCETTNS is also pleased to be participating with APENS in National Engineering Week for the third year in a row. We are again fortunate to have Lew Cann as our SCETTNS representative on the Engineering Week Committee. Some of the initiatives discussed with APENS include school visits to talk about engineering and technology career options, meeting with employers to highlight advantages of hiring registered professionals and improving public relations to raise the awareness of our professions.

An area that has been keeping our Registrar and volunteers very busy is the increase in national accreditations taking place in the province this year. We are presently working on four at National Defence, four with Nova Scotia Community College - IT Campus and one at NSCC - Marconi campus. These accreditations are an enormous undertaking and we are always looking for volunteers that would be interested in assisting us with this task.

In keeping with our policy of presenting SCETTNS T-Shirts to each graduating student in an accredited program, eight school visits across the province have taken place and two more scheduled in the next month. We are also making a concerted effort to meet with business leaders to make them aware of the advantages of hiring certified personnel.

Our annual Ray Fiske Award of \$500.00 (son or daughter in post secondary education) was presented to Claire Wren of Pictou. Claire is the daughter of Keith Wren who has been a member of SCETTNS since 1990. Keith has held a number of positions with SCETTNS including President, CCTT Director and a member of Council as well as working countless hours on the legislative committee for our Applied Science and Technology Act. SCETTNS will also have an additional scholarship to offer the membership. Meloche Monnex is donating this scholarship.

I would like to say thank you to the members of council, the certification board, volunteers and the membership for their support over the past year. A special thank you to our outgoing CTAB Director Blair Sanford and our incoming CTAB Director Joy Brown, our outgoing CCTT Director, Keith Wren and our incoming CCTT Director, Martin Pelrine and our Registrar, Ed Lingley for making the year 2000 a successful year for SCETTNS. As many of you know, Karen O'Brien is the nerve centre of our organization. Thank you for keeping everything running smoothly, Karen.

Glenn Goode, C.E.T. - President

Nova Scotia Community College's role in Nova Scotia's growing economy

Nova Scotia is a Canadian Province on the move with the fastest rate of private sector job growth in the country, the lowest unemployment rate Nova Scotia has seen in ten years, and there are 7,300 more people employed in the Province than this time last year. At the same time, Tier Two Sable and Pan Canadian are on the verge of creating even more of an impact on the growing economy of Nova Scotia.

Despite this growth, there are big obstacles that have left Nova Scotia in a paradox. The province is experiencing a skills shortage in certain sectors, an aging workforce, high unemployment in rural areas, and fighting the public perception of a have-not province. These factors are limiting Nova Scotia's full potential and unfortunately, they do not have overnight solutions.

Nova Scotia Community College (NSCC) has a plan that will work with Nova Scotia to ensure we have qualified, trained graduates for industry needs. Two years ago, the College underwent a province-wide consultative process that focused on how the College could become an integral part of Nova Scotia's thriving economic growth. NSCC is working with industry to eliminate obstacles and do their part to build Nova Scotia's economy and quality of life through education and innovation "NSCC is an important partner in addressing the challenges facing Nova Scotia," says Dr. Paul LaFleche, Vice-President, Academic, NSCC. "The Province's skills shortage can be solved by substantially increasing NSCC's capacity to train more and more Nova Scotians, in programs based on employment opportunities and growing industries across the province." This goal was supported by the Province in its 2001 - 2002 budget, which will provide modest increased funding for NSCC. "This move is a good beginning," says LaFleche. "However, in order to develop the workforce Nova Scotia needs to move its economy forward, this really is just the beginning. We hope to see more investment from the Province in upcoming budget decisions."

In addition to increasing capacity, NSCC is constantly making changes to meet the needs of industry, so programs are current, and train graduates for employment in growth areas. "Forty percent of our programs didn't exist five years ago," says LaFleche, "These program changes are a direct result of consultation with industry. Based on their acquired skills and work term experience, NSCC graduates are in-demand, and we are working closely with industry to ensure they remain that way."

NSCC will continue to develop programs to meet the needs of trades and technologies, said Denise Devlin-Li, Dean, Trades and Technologies, "NSCC is committed to providing high-quality education." "Our programs will continue to be tied to industry need, that is why we do what we do," stated Devlin-Li. "We cannot work in isolation to build Nova Scotia. We rely on industry for input on growth areas, and industry relies on NSCC for the provision of qualified graduates. It's a partnership and so far, it's been working very well."

The college is doing its part to see that Nova Scotia remains a Province on the move. The School of Trades and Technologies will continue to be linked to economic sectors and place continued emphasis on partnering with sector councils. In addition, customized training will remain a priority as will new innovations, such as the launch of NSCC's required portfolio education in September 2001.

For more information on NSCC core and customized programs in trades and technologies and otherwise, visit the web site at www.nscc.ns.ca.

(...continued from **WoodWorks!** on the front page.....)

He also provided current statistics on the value of shipments and what it represents to the province of New Brunswick in the way of trade. Leandre Cormier, Maritime Lumber Bureau Board Member and President of WestWood Industries, spoke of the many benefits a project like Wood WORKS! can bring to an area and stressed the importance of supporting such an initiative. He discussed the notion of supply and demand and the many reasons why more of our natural resources should be used right here, creating countless opportunities to individuals and companies alike; and indicated that more wood should be used in commercial construction projects. Catherine Lalonde, President of the Canadian Wood Council, presented an overview of the Wood WORKS! project to date and the many benefits it has brought to active communities. Various wood construction projects and cost comparisons were also highlighted. Since Wood WORKS! initial launch as a pilot project in Prince George (BC) in August 1998, the project has evolved to include much of the province of British Columbia and on to other forest-dependant areas, specifically: northern Alberta, northeastern Ontario, the Saguenay-Lac-Saint-Jean region of Quebec, and now the Moncton region of New Brunswick. Michel Beauchemin, Wood WORKS! Maritimes Coordinator, stated that by involvement and support by all, barriers can and will be overcome and that the project will meet with success in Atlantic Canada. The project is designed to expand the market for wood products, engineered/value added wood components, and building systems used in commercial, industrial and institutional construction. Wood WORKS! aims to create a "Build with Wood" culture by encouraging Canadian communities to take pride in, and showcase, the wise and innovative use of their quality wood products.

Visit the Wood WORKS! website at www.wood-works.org
contact Michel Beauchemin (beauchem@nbnet.nb.ca) 506-533-2856.

SCETTNS National Engineering Week 2001

Once again this year, SCETTNS participated and helped with the APENS 2001 National Engineering Week Committee. The theme for the March 5 to March 10 week was "Engineering - Anything's Possible". The focus was to recognize the importance of engineering across Canada and attempt to provide the general public with a variety of events and information that showcased all the benefits and possibilities that exist in engineering today, especially in Nova Scotia. A variety of events were held across the province ; from talks on various aspects of engineering, award presentations for engineering excellence, as well as competitions. SCETTNS was pleased to again participate at the APENS Honorary Life Awards Banquet where Ross Miller, P.Eng., was recognized for the many hours that he has volunteered as Chairman of SCETTNS Certification Board.

SCETTNS coordinated with three Nova Scotia Community Colleges to arrange tours for grade nine students; and informed the students of the role of technologists and technicians in engineering to increase their awareness of the importance and impact of science, engineering and technology in every day life.

It was excellent to see everyone working together to raise the awareness of engineering and to promote engineering as a challenging and rewarding career to the general public. Lew Cann, CET

Vice-President SCETTNS; APENS Engineering Week Committee

WHEN IT COMES TO BUSINESS WRITING, LET'S BE CLEAR

- by Doug Mollenhauer

When we are required to write on the job, our task is to make it easy for readers to accept our message and to act on it with confidence. Anything unclear will distract readers and detract from the intended message with two results: business productivity slows and readers get annoyed. So, here's a guide to being **CLEAR**.

C is for Cut out the clutter, and be concise.

It's a wonder that this age of 'downsizing' and 'rightsizing' hasn't rubbed off on business and technical writing. Cut out the clutter in your business and technical writing by deleting words and phrases that don't add to your meaning. How many times have you heard the phrase "at this point in time"? What could the words "in time" possibly add to "at this point"? Let's expose a few other extravagant expressions. Instead of writing "owing to the fact that", try "since". Rather than "in the order of magnitude", write "about". Instead of "during the course of", why not simply write "during"? In short, make every word earn its keep. Technical writing is rife with unnecessary words.

L stands for Lighten up your language.

Being professional doesn't mean baffling readers with bureaucratic claptrap. That's ponderous, not professional. Write in a natural, human voice without pretension and you have a much better chance of communicating your message clearly. Bafflegab: "All echelons of the staff will coordinate the configuration of the plans with the requisite tailoring of the overview in order to expedite the functional objective." Now go to it! Write to express your meaning rather than trying to impress your reader. Resist the temptation to impress your reader with your mastery of technical language and ten-dollar-words. To impress: "A data base is a fundamentally nonrepetitive compendium of data". Translation: "A data base is a collection of usually unrepeatable items." Although we're better off being more conversational and less formal in our writing, avoid slang and jargon like "go off-line" and "ramp up". Not everybody understands them and they tend to date your writing. But also, slang and new coinages, although acceptable in conversation, can sound offhand and showoffy, particularly in writing. Use standard English.

E = Express your ideas in concrete, specific language.

When we use concrete, specific and vivid language we not only arouse and hold the attention of our readers we ensure our meaning is understood, rather than merely implied. Vague: "Please peruse the proposal at your first opportunity." Specific: "Please evaluate the proposal for the status meeting Monday morning." Notice that the word "evaluate" asks us to assign a value to the proposal, whereas "Peruse" implies only scanning it. Be specific. If you had to run the meeting called for Monday morning, which message do you think would lead to a more productive meeting?

A = Ask yourself what your reader would want to know.

When making a request in the form of a business letter or memo, ask yourself what you can do to make it easy for your reader to respond. Remember, readers are more likely to respond when they know when and why their action is required. It's just human nature. Therefore, include information your reader needs to understand and act on your message, and be explicit about what you are asking your reader to do. Rather than writing: Please make comments regarding the proposed process revisions and return to me at your earliest convenience." Try, "With your comments and suggestions on the attached form we can ensure that the revised process will better serve your department's needs. Please return your general comments or specific suggestions to me by Sept. 21."

R stands for Review and revise.

One of the advantages of the **CLEAR** acronym is that you can use it as a

(.... continued from page 5...**BUSINESS WRITING, LET'S BE CLEAR**)

failsafe to ensure your message is clear. In other words, use the acronym to remind yourself to check for clutter, natural and concrete language, and clear direction in terms of what you are asking your reader to do. Then check spelling, grammar and punctuation. The few minutes you take to ensure your message is clear could save you or your reader hours - even days and weeks - in lost productivity.

Doug Mollenhauer, MSc (Communications), is President of Quantum Leap Learning, a training consultancy specializing in business writing, presentation skills and inter-personal communication. He conducts seminars across the country for high-tech and engineering firms, private-sector companies, crown corporations, and municipalities.

Doug can be reached at 604-688-4501 or quantumleap@telus.net

THE CANADIAN COUNCIL OF TECHNICIANS AND TECHNOLOGISTS NATIONAL ACHIEVEMENT AWARD

Purpose: To recognize individual technicians or technologists affiliated with one of the Constituent Member Associations of the Canadian Council of Technicians and Technologists, for their achievements in one of the disciplines of registration in engineering or applied science technology recognized by the Council. (call office for listing of recognized disciplines). To foster pride in individual recipients of the award and encourage competition among future aspirants to the award.

Eligibility Criteria:

1. The competition is open to any technician or technologist registered with a Constituent Member of the Council and actively working in one of the engineering or applied science technology disciplines (recognized disciplines).
2. The nominee/applicant must be a Canadian Citizen or have Canadian Landed Immigrant Status.
3. The nominee/applicant's outstanding achievement/performance must have taken place in Canada within the last five (5) years.
4. All nominees/applicants will consent to the use of their name and photograph for the purposes of publicizing the results of the award and/or publicizing future award programs.

Submission Guidelines

The following questions are designed to elicit information of a sufficiently detailed nature, to assist in the adjudication of the nominee/applicant.

1. Briefly describe the nominee/applicant and his/her activities in one or more of the eligible fields of technology.
2. Provide details of any unique or significant scientific developments undertaken by the nominee/applicant.
3. Provide a brief curriculum vitae of the nominee applicant.
4. List any achievements of the nominee/applicant that have been honoured by other technical or scientific bodies in the last two years.
5. Describe any economic impact or other benefits that may result from the achievements of the nominee/applicant.

Selection Process

Each nominee/applicant is adjudicated by the CCTT Officers of the Council, who are responsible for selection of 3-5 finalists.

The finalists are then evaluated by the full Board of Directors of the Council by mail ballot.

Award Benefits

- Presentation to be made by the Council President at the Annual National Directors' Meeting.
- The Council will pay expenses for the recipient to attend the Awards Banquet. Recipient's name to be engraved on national trophy to be displayed in CCTT National Headquarters.
- Recipient to receive individual personalized CCTT plaque to honour his/her achievement. All finalists' names to be published in the Council's national newsletter TechCan.

Mail Entries to: CCTT National Achievement Award, 285 McLeod Street, Ottawa, ON K2P 1A1

Closing Date for Entries: All entries must be postmarked no later than August 15.

For more information call, write or email:

Canadian Council of Technicians and Technologists, 285 McLeod Street, Ottawa, On K2P 1A1
Telephone: (613) 238-8123 Fax: (613) 238-8822 Email: ccttadm@magma

Canadian Council of Professional Engineers and Microsoft Corp. Agree on use of "Engineer" title

Ottawa, Ont., May 11, 2001 – After discussions with Canada's engineering profession, Microsoft Corp. will advise Canadian holders of its MCSE certification not to call themselves engineers or use the full title Microsoft Certified System Engineers.

Microsoft's decision should prevent Canadian holders of the MCSE certification from inadvertently breaking provincial and territorial laws, which protect the public by restricting the use of the titles "engineer" and "engineering" and the practice of engineering in Canada to licensed professional engineers. It should also ensure that the engineering profession's licensing bodies will not be required to take enforcement action against MCSE holders who mistakenly use the title engineer or otherwise hold themselves out as having been qualified to practice engineering.

"We are very pleased by Microsoft's decision," said Marie Lemay, P.Eng., CEO of the Canadian Council of Professional Engineers (CCPE). "Microsoft has demonstrated corporate leadership by acting in the best interest of the MCSE community. Holders of the MCSE certification are not licensed or regulated by the engineering profession. If they mistakenly use the titles "engineer" and "engineering" the provincial or territorial engineering associations/order would have to take enforcement action against them. Its decision is good for the information technology industry, good for MCSE holders, and good for the engineering profession." The engineering profession, represented by CCPE and several provincial engineering regulatory associations, met with Microsoft in Seattle late last year to explain the legal issues surrounding the use of the title "engineer" in Canada, and to ask the corporation to stop referring to holders of the MCSE credential as engineers. Canadian MCSEs have received certification as Microsoft Certified Systems Engineers, which could lead them to mistakenly misuse the title "engineer."

"We are very pleased to have reached an agreement with the engineering profession and to support it," said Anne Marie McSweeney, the acting Director of Microsoft Certification and Skills Assessment. "It opens the door for closer cooperation among all organizations in the information technology industry and the engineering profession in Canada. As the Microsoft credentials continue to evolve, it is our goal to ensure they maintain the highest level of relevance to the industry and represent leaders in cutting-edge technology." Microsoft is currently researching alternatives for the MCSE credential worldwide, which could result in a new name for the credential later this year.

CCPE is the national organization of the provincial and territorial associations/ordre that govern the practice of engineering in Canada and license the country's 157,000 professional engineers. Established in 1936, CCPE serves the associations/ordre, which are its constituent and sole members, through the delivery of national programs which ensure the highest standards of engineering education, professional qualifications and ethical conduct.

Information Contact: Terence Davis, Manager, Communications, CCPE
613 232-2474, ext. 238



(left to right in photo) Roger J. Poitras, AScT, NBSCETT Northwest Councillor, acted as host for the Society's 33rd Assemblée générale annuelle/Annual General Meeting held April 21 at the CCNB Edmundston. Pamela M. Jardine, CET received the 'gavel' from outgoing President Michael W. Leaman, CET, CNA. Fred J. Herkert, CET of Fredericton, Past President of NBSCETT, brought greetings as current President of the Canadian Council of Technicians and Technologists (CCTT).

The Friday evening Hospitality suite which featured the very entertaining and interesting presentations of taxidermy by Michel Laroche, CET, and regional rock collecting by Gérard Poitras, P.Eng.. and Lisa Comier, was hosted by R. P. Jackson, CET and **Moosehead Breweries Limited**.

The luncheon guest speaker Léo-Guy LeBlanc's presentation sponsored by **Meloche Monnex Financial Services**, of the GPS satellite technology and the NAD83 (CSRS) reference system was very intriguing as he related directly to everyone.

The afternoon workshop of measurement techniques and calculations of fluid flow and wind engineering by Gérard Poitras, P.Eng. was sponsored by **Maritime Life Assurance Company**.

The cornerstone of OACETT (or NBSCETT, ACETTPEI, AETTN, SCETTNS, etc.) is recognition. For starters, OACETT recognizes your technology-based scholastic ability, recognizes your ability to trade technical skills and knowledge, and recognizes your adherence to a code of ethics. Prospective clients may be unfamiliar with your track record, but they do recognize credentials and if you have them, will move you up on their mental short list. Recognition is the edge you need to further your career.

Those who manage the human resources, who keep commerce circulating, industry rotating, and the Ethernet churning, recognize, via exposure to OACETT marketing strategies, that more than 19,000 members are making a considerable contribution to the future direction of society. As we increase contact with other professional association members to network, then the value of being "certified as a technology professional" in Ontario (across Canada) will increase a thousand-fold.

I'm going to look at www.oacett.org and see what my chapter is up to. Maybe I'll see you there. I could find out what you do for a living and see if we could use each other's technical services professionally. If I see you at a few meetings, then I'll recognize you; and you will recognize me. That's how recognition will give us the edge.

Recognition — the key that opens doors

by Peter Nicholas, CET

Recognition is when someone reacts to what you do or say. Being seen doing something will increase your recognition. Sometimes you have to nudge someone with your elbow, write a test, participate in a group, give someone a hug, discover a new technology, or invent a cure for junk mail to get the kind of recognition you want at the time you need it.

AtlanTECH Reader's Survey

Return your AtlanTECH Reader's Survey, and be entered in a draw for a FREE set of six NBSCETT coffee mugs.

The **AtlanTECH** is now in its 3rd publication year, and we would like to hear what readers think about this newsletter. We will consider your comments while endeavouring to make any changes to serve you better. Association members are asked to take a few moments to answer the following questions, and fax/mail the survey back to NBSCETT (506) 452-7076.

- I. Do you read AtlanTECH? Yes: If yes proceed to question #3.
No: if no, continue at question #2.

2. Why not? What articles/materials/info/etc. would you want to see?

3. What parts / items within AtlanTECH do you read?

New members list- Future events details- Past events details- Council/Branch contact info-
 Consumer benefits- Member profiles- Society policies- National/International activities-
 Related organizations events/activities- Professional development events- Presidents' message-
 Other: _____

4. How much notice do you need for Branch meetings/events? One week- One month- Two months-
 Other: _____
-

5. Which newsletter size/ format do you prefer? Present 8 1/2 X 11- Magazine- Newspaper tabloid-
 Other: _____
-

6. Do you have access to the internet? No-
 Yes- home {E-mail: _____} work-{E-mail: _____}
-

7. Have you visited the NBSCETT-StagN-B web site? Yes- No-

8. Have you visited the CCTT web site? Yes- No-

9. Which method would you prefer to be notified of Branch/Society meetings and special events?
 Newsletter- Personal postal mail- E-mail- Web site-
 Other: _____
-

10. How often do you attend Branch events? Regularly- Rarely- Sometimes- Never-
 If "never"; Why not? _____
-

- II. Types of branch events/ activities you would like: _____
-

12. Other comments and suggestions regarding the publications and the Society's distribution of information:

Thank you very much for completing this survey. You may remain anonymous; or, include your name and membership number and you can be entered in a draw for a set of six NBSCETT logo coffee mugs.

Name: _____ Member number: _____
(Please print)

Please fax completed survey to NBSCETT (506) 452-7076;
 or, mail to NBSCETT 115 - 535 Beaverbrook Court Fredericton New Brunswick E3B 1X6 **by August 01, 2001.**