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March 2005

# AtlanTECHnews

for the technology professionals of

New Brunswick, Prince Edward Island, Nova Scotia and Newfoundland



## ACETTPEI Annual General Meeting

is Thursday April 28<sup>th</sup>, 2005.

at the Rodd Charlottetown = **see details on page 5.**

There will be a Council position opening up in April; if you are interested in participating in the governance of your association contact the office as soon as possible,

[info@acettpri.ca](mailto:info@acettpri.ca) .

## NBSCETT/SttagN-B Annual General Meeting April 29 / 30, 2005 at the Fredericton Delta Hotel

PRESIDENTS AWARDS BANQUET

**Friday, April 29th - 6 pm**

..... featuring: "swear-ins", Member of the Year, Presidents Award  
contact the NBSCETT office for dinner tickets - \$35.00/person

**MEMBERS' BUSINESS ANNUAL GENERAL MEETING**

**Saturday, April 30th - 10 am;**

12 noon Luncheon \$35.00/person

NBSCETT member's 'AGM Special' room rate for the April 29-30 Presidents Awards Banquet and AGM are available until March 29th. Contact the Delta Fredericton asap for your accomodations. (506) 451-7912

### IN THIS ISSUE:

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- = NBSCETT "AGM" info
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- = Professional Development Assurance

# Over 48,000 technology and engineering professionals can picture a secure future. How about you?



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New CCPE-sponsored Critical Illness coverage fills the gap between your government health insurance and private health, disability and life insurance plans. It offers you a lump sum cash benefit of up to \$1 million, to spend as you please, to help fight and beat the potentially devastating effects of life-altering conditions that afflict thousands of Canadians every day.

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*.... from ED's desk .... Edward F. Leslie, CAE - Executive Director*

The Society is doing the most advocacy it can, being efficient with your membership dues. The AtlanTECH newsletter is now forwarded via e-mail (simply sending the URL in the message, not the file!) to all members notifying you of a new issue to be viewed/downloaded at the website. Please, if you have not yet, send your 'e' mail address immediately to the NBSCETT office, to assist in this cost effective, immediate contact process.

**Thank you for your consideration.**

Le bulletin AtlanTECH va maintenant être distribué à tous les membres par courriel en format .pdf ou par simple envoi d'une adresse URL indiquant où trouver le dernier numéro pour consultation ou téléchargement. S'il-vous-plaît envoyer nous immédiatement votre correcte addresses de courriel, si vous ne l'avez pas déjà faite.

**Merci de votre coopération.**

I look forward to meeting many friends and new members at **the 37th Society AGM at the Fredericton Delta Hotel, Friday and Saturday, April 29-30, 2005.** The Friday evening Past President's Banquet and 'swearing in' and awards ceremony will begin with the reception at 6:00pm.

Please note, the AGM Business is a 'members only' session, and, within the edition you'll find issues for ratification at the **Members' Annual General Business Meeting set for 10:00am Saturday, April 30, 2005.**

**Benefits of "Certification" presentations available to industry, employees, public**

If you, your company, or community organization want to know more about the internationally recognized and inter-provincially accepted designations CTech, CET and ASCT; "nationally accredited post-secondary programs"; the standards for certification; certified members' role in education; and, the relationship and benefits to industry and career advancement; a presentation (*english or french*) is available; and will be as in-depth and detailed as requested.

Contact NBSCETT/SttagN-B.  
Presentations from 20 minutes to two hours.

All donations to the **Technology Foundation – Charité Technologie** are tax deductible.

NBSCETT / SttagN-B By-Law 17

**TECHNOLOGY FOUNDATION  
- CHARITÉ TECHNOLOGIE**

The **Technology Foundation - Charité Technologie** ("the Foundation") is established by the Society to promote the training and education of members and prospective members by providing scholarships, bursaries, grants, or financial assistance to persons attending or proposing to attend any school, college, or university, and undertaking or proposing to undertake any Engineering / applied science technology diploma study in New Brunswick or elsewhere, in programs acceptable to the Foundation. The Foundation may solicit, receive and accept all manner of contributions, gifts, bequests and legacies from any person, firm or corporation.

I, \_\_\_\_\_,

( print name )

hereby direct that my donation of \$ \_\_\_\_\_ be held by the Technology Foundation/ Charité technologie Inc. [Registered Charity #866482334RR0001] for a period of not less than ten (10) years in compliance with subsection 149.1 (1) (e) (B) of the Income Tax Act.

X: \_\_\_\_\_ Mbr #:  
\_\_\_\_\_

**ACETTPEI shirts, mugs, pens and brief case.**

As part of a new promotional program ACETTPEI in addition to the ring, (which is available only for fully registered members), we now offer to all our members embroidered golf shirts in the latest fashions, mugs, pens, brief cases and other clothing with our logo screen printed or embroidered on them. As well, anyone with their own personal items can have them screen printed or embroidered with ACETTPEI's Logo.

Rings are \$50 (Certified Members only)

Mugs are \$5 each, 4 for \$20 or 6 for \$25, makes a great gift.

Golf shirts and other clothing (shorts, gym pants etc) the prices vary depending on style ordered.

Please contact us for prices at:

ACETTPEI, P.O. Box 1436, Charlottetown, PE CIA 7N1

Tel: (902) 892-TECH (8324) Email: [Info@peiscet.pe.ca](mailto:Info@peiscet.pe.ca)



**ACETTPEI Merchandise**

**NBSCETT  
coffee mugs**

\$5.50/ each:

or, six for \$25.00.

+ postage & handling  
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and **"THE"** site for resumé of CCTT Constituent  
Member organizations' members.

**= [www.cten.ca](http://www.cten.ca) =**



## ACETTPEI 2005 ANNUAL GENERAL MEETING

April 28<sup>th</sup>, 2005

Rodd Charlottetown  
Charlottetown, Prince Edward Island

### Thursday, April 28, 2005

5:15pm to 5:45pm	Registration
5:45pm to 6:30pm	Annual General Meeting
6:30pm to 7:00pm	Reception
7:00pm to 8:00pm	Meal
8:00pm to 8:30pm	Guest Speaker
8:30pm	Awards

**Guest speaker** this year is **Don B. MacEwen, P.Eng.** Professor of Engineering at the University of Prince Edward Island. Mr MacEwen will be speaking on Professional Practice and Ethics.

Also attending will be Canadian Council Technicians and Technologist (CCTT) President Réjean Touchette.

### Accommodations:

Rooms are reserved for delegates at the Rodd Charlottetown, with reduced rates. If you have any questions please contract our office.

Rodd Charlottetown  
75 Kent Street, PO Box 159  
Charlottetown, PE  
Canada CIA 7K4

Phone 902.894.7371  
Toll Free 1.800.565 RODD [rodnds@rodd-hotels.ca](mailto:rodnds@rodd-hotels.ca)

Please return your completed registration form to ACETTPEI **No later than April 15<sup>th</sup>, 2005.** We look forward to seeing you at this years AGM.

ACETTPEI, P.O. Box 1436, Charlottetown, PE CIA 7N1  
Tel: (902) 892-TECH (8324) Email: [Info@peiscet.pe.ca](mailto:Info@peiscet.pe.ca)

## ACETTPEI President's Message

We have been busy at ACETTPEI this year; I would like to take a minute to thank the Council members for their hard work and dedication to helping our association grow. Our Annual General Meeting is fast approaching and scheduled for April 28<sup>th</sup>, 2005 at Rodd Charlottetown Hotel on Kent Street. All members are reminded that this year we are going to hold the meeting portion before the meal and members should be there no later than 5:30pm, if possible. If you have not received a registration form let us know and we'll get one out to you.

This brings me to a topic that is the heart and soul of our association..... volunteering!. For all those who sometimes wonder what the association is doing for them, you can become involved by helping out/volunteering just a few hours a month; and serve on a committee, be an examiner, submit an article for the newsletter, suggest an idea for a topic or guest speaker, you think our members might be interested in. You can do this by contacting any member of Council or give Darlene a call at the office, and tell her you want to volunteer. We look forward to hearing from you.

I recently returned from an executive staff officers (ESO) meeting in Ottawa, (held in conjunction with the CCTT Board of Directors meeting) and I am pleased to report that things could not be looking better. The Canadian Council of Technicians and Technologists (CCTT) named a new Executive Director, Yaroslav Zajac, MBA, CAE, in February and there is a strong working relationship between the other associations that has resulted in a new strategic approach to Professional regulation and practice in Canada for our members.

I hope to soon have a salary survey ready to send out to members, and I would encourage everyone to take the time to fill it out and return it to us.

In closing, I again urge members to consider volunteering, attending meetings and contribute to the newsletter. This is your association. Get involved.

*Respectfully submitted*  
*Brian McLellan, CET President*

## Members' input is needed....

Articles, photographs, technical papers, "letters to the editor", are all items which are needed to make the AtlanTECH bigger and better (*as well as carrying your organization's advertising message to more than 4,000 decision makers!*) You can send in a short note about "how your company did something better: such as, - environmentally; safer; less expensive; better team processes"; maybe send in a technical report about your hobby; or, how about a 'photo essay' showing a technical situation/solution, or an opinion letter about a technical/technological issue.

**The AtlanTECH is published for *the technology professionals in Atlantic Canada* four times each year, so you can send in that material anytime! (use either WP, Word, .txt, via e-mail, with "article for AtlanTECH-," and your name in the "Subject" line.)**

**send to: [nbscettl@nbscett.nb.ca](mailto:nbscettl@nbscett.nb.ca)**

**Thank you for your support.**

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Editorial opinions, submitted articles and reports published within the AtlanTECH do not necessarily reflect the opinion/policy of the Councils/Societies; and the Societies do not accept any responsibility. All submissions are welcome, in either official language. Employers are offered free 'business card' size advertising space when seeking members of the Societies for employment, and general advertising rates are available upon request. The AtlanTECH has circulation to over 4,000 decision makers throughout Atlantic Canada, and across the country. Please address all correspondence to NBSCETT Executive Director, E. F. Leslie, CAE.



NBSCETT Executive Director, Ed Leslie (*at left in photo*), enjoyed a break in the proceedings with Canadian Technology Human Resources Board, Executive Director Robert Cook, while both were attending the TechNova (SCETTNS) 2004 Annual General Meeting last month, in Halifax.

NBSCETT's annual membership renewal fees are due on January 1st of each new year, and valid through to December 31st of each year.

**The late payment date is January 31st; and the late payment charge is \$50.00.** The Registry removal date is March 31st; and employers will be notified of 'struck off' members. Certified/Associate members who are unemployed, are full time students, or, are permanently retired from the workforce, may apply for 80% reduction in dues, upon receipt of resumés / affidavits.

*Please*, help your professional Society better use the resources for education, the profession, and the promotion and protection of titles.

**All members are urged to notify the Society office at their earliest convenience, should they have any question / concern; and to inform of any changes to their employment, or their contact information.**



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**All NBSCEET members**

ImageWear by Mark's Work Wearhouse has **paired** with **NBSCEET** to offer a **WORK CLOTHING/FOOTWEAR** benefits package to all **NBSCEET members**.



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(including Carhartt, Helly Hansen, Denim Jackets, Fleece & Rain Wear); Work Gloves, Socks & Winter Underwear; Polo's, T-Shirts, Woven Shirts; Casual Pants or Jeans.**

This card is re-usable and valid until **April 30/07**. It must be shown for benefits to be applied and the discount only applies to regular priced items (in the event of an item being sale priced, the lower price will apply).

If there are any concerns while shopping at MWWH please have the Store Manager call **Bill Haydo** at Imagewear

This offer is valid at any **Mark's Work Wearhouse** Store

## ACETTPEI members.

If you haven't updated your e-mail address, **now is the time to do so!**

ACETTPEI is committed to becoming an e-association and we need your correct address to do so. We need to be at the forefront of using technology to conduct the association's business and to provide easier, faster, lower cost services to members.

Please send your updated e-mail address by March 31, 2005 to [info@acettpei.ca](mailto:info@acettpei.ca);

please include your name and membership number.



## Registrar Needed

Once again ACETTPEI is in need of a Registrar. The Registrar is the most important position in our association.

### The duties of Registrar includes the following:

- Be a member in good standing.
- Maintaining the members Register.
- Being the chairperson of the Board of Examiners. (Meeting 4 times a year to review applications with Board members).
- Represent ACETTPEI at all annual meetings and general meeting of the association. (All travel and accommodations to out of province meeting are covered by ACETTPEI).
- Attend Council meeting to provide a report on status of provincial membership.
- Be a contact between the other Province's and our association.

No experience is needed; training is provided, and assistance in doing the work required. Anyone interested can contact our office as soon as possible.

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**St. John Ambulance Saint-Jean**

**Tel : 1-800-563-9998 Fax/Télcopieur: (506) 452-8699**

**Email: [stjohnnb@nbnet.nb.ca](mailto:stjohnnb@nbnet.nb.ca)**

## Another benefit of membership:

Should you be the certified member in your company/ organization who is required to make presentations, either within the company or to public/clients, or to participate in "trade show/expositions", contact the NBSCETT office to benefit from individual or group workshops on 'presentations made great', / 'working a trade show'.



**NBSCETT/SttagN-B President-Elect, E. James Nyers, CET** (at left in photo) at the 2004-'05 Bursary and Scholarship Ceremony of the NBCC-Saint John campus, presented the Society's annual bursary to **Mark Richardson**, a second year student in the Mechanical Engineering Technology program, CAD/CAM Option.

The Society presents a bursary annually to each of the community colleges which have nationally accredited applied science/engineering technology training programs.



## Dear NBCC Student;

Qualified NBCC students enrolled in full time applied science and engineering technology training programs may become the Society's "Student Members", during their college term. Upon receipt of the annual membership renewal of \$10.00, the student will receive a wall certificate stating: "Student Membership is granted to ...student's name..., and, is valid during enrollment in the applied science / engineering technology programs of the New Brunswick Community College."; and, the student shall receive all regular information and publications of Society information and consumer affinity programs, as well as related professional development materials.

Maintaining membership within the Society during college and particularly upon completion as a "Technology Graduate In Training" is vital to an individual's certification and professional technology career.

**Information / registration form: NBSCETT / SttagN-B Tel: 454-6124 e-mail: nbscett@nbscett.nb.ca**

## Cher étudiant de CCNB,

Les étudiants qualifiés du CCNB inscrits à temps plein au Programme de formation en technologie de génie et de sciences appliquées peuvent devenir « *étudiants membres de la société* » pendant leurs études. Dès réception du renouvellement de la cotisation annuelle de 10 \$, l'étudiant recevra un certificat précisant ce qui suit : *Le statut d'étudiant membre est accordé à... (nom de l'étudiant) et cette qualité de membre est valide tant que l'étudiant est inscrit au Programme de technologie de génie et des sciences appliquées du Collège Communautaires du Nouveau-Brunswick.* L'étudiant recevra toutes les publications régulières de la Société et toute l'information sur les programmes ainsi que le matériel de perfectionnement professionnel connexe.

Il est essentiel de maintenir son adhésion à la Société pendant les études collégiales et surtout après l'obtention du titre de « diplômé en technologie stagiaire », pour maintenir la certification et pour poursuivre une carrière de technologie professionnelle.

*Well, here it is –*

### the story behind the story of Down East CAD Solutions.

*from Karen S. Bethune, CET*

I graduated from NBCC Civil Engineering Technology in 1981 – back when it was still taught at the Saint John Campus. I learned my drafting from Jim Beattie – a gruff, yet kind older Scottish man. Some of you may remember him – pacing the room during exams, prodding you with a hint when you were stuck. I got my first taste of CAD/CAM through night classes there, on machining programs – *McAuto* and *Palette*. I was hooked!!

At Saint John Shipbuilding (SJSJ), I worked in the steel section doing isometric diagrams, then moved on to calculating weights and centres of gravity. I worked with HVAC, electrical and communications drawings identifying and calculating equipment. In 1989 I went to work for a civil engineering firm to initiate their CADD system, and begin their conversion to computer generated drawings. We moved from mainframe computers to PCs, and eventually were producing 100% of the drawings on CAD. Road and lagoon design was assisted by creating TINs and cross-sections; quantities were calculated with a click of the mouse, and more iterations enabled us to develop better designs. What a change - the new draftspersons had never even seen a Leroy lettering template! Eventually we were working with the firms vying for distribution of natural gas, using GIS to determine best route scenarios.

With construction, however, comes peak times, and many nights and weekends were spent scrambling to meet deadlines. Requests of "hire someone else" were met by, "It is not worth hiring and training someone for 3 to 6 months". Hmmm.... By October 2004, I decided if I was going to work all those extra hours, I might as well do it for myself; so I started developing a business plan and applied to the Entrepreneur program. Apparently there were many engineering firms with drafting bottlenecks, and my plan was to contract out to firms and municipalities with short term drafting needs. And so, *Down East CAD Solutions* was born. My husband and I have always loved the east coast and all it represented – the ocean, the lifestyle, the people. And the response has been wonderful. Everyone I have spoken to – engineers, technologists - those I know and those I'm getting to meet - have offered suggestions and contact names. That is what "down east" represents to me! My business plan and loan were approved, and in January *Down East CAD* opened its doors. Quite a change for me – doing market research, cash flows and marketing. But I believe in my business; outsourcing CAD tasks has many advantages – experienced draftspersons readily available, no need to maintain staff, computers, and software during "down times." With the speed and ease of electronic transmissions, a drawing may be reviewed in a client's office within minutes of a request. Although my recent work had been with civil engineering, my past experiences at SJSJ have enabled me to complete drawings in many disciplines. It has been a very exciting few months, and I look forward to the diversity of work I will be doing in the future.

# INTELLECTUAL PROPERTY

## Taking advantage of innovation.

### *So you have a great new innovative idea? What should you do?*

Innovative ideas come to you all the time. You've often wondered: will it really work? Where do I start? These are valid and important questions and there are many more. There are laws — Intellectual Property (IP) laws — that govern inventions and creative works. IP laws protect trademarks, copyrights, industrial designs, integrated circuit topographies and patents. Patents cover inventions such as a process, a machine, a manufacture, composition of matter, or any new and useful improvement of an existing invention.

Innovation is one of the essential elements to any successful business. Whether it is a new product that is unique or a multitude of innovative ideas, what you do with them can mean success or, if not done correctly, failure.

You could be on the cutting edge of the future. This innovation could represent lots of money for you and anyone who backs you. Remember, though, huge corporations weren't always huge. Often individuals and small companies generate revolutionary inventions. Sir Alexander Fleming, who discovered penicillin, said: "It is the lone worker who makes the first advance in a subject: The details may be worked out by a team, but the prime idea is due to the enterprise, thought and perception of an individual."

Innovation is the lifeblood of any successful business. So where do you start? Always be mindful that you may not be the first to come up with a particular innovation. Also, while it seems like a great idea, the consumer may not beat a path to your door. You may wear down the tread on your boots and shed some tears along the way.

### **Is your invention new?**

There are a number of places to look to find out if someone has come up with a similar invention. If your invention is for a consumer product, check stores, Web sites and catalogues. You can also visit trade shows and examine trade publications in the field of your invention. You may want to ask general questions and keep the details to yourself. Keep in mind, patent rights in many foreign countries will be jeopardized by uncontrolled disclosure prior to filing a patent application.

In the very early stage of your research, you should conduct a search in patent databases. The Canadian ([www.cipo.gc.ca](http://www.cipo.gc.ca)) and United States' ([www.uspto.gov](http://www.uspto.gov)) databases are two good places to start. Many other databases

are available on the internet. Patent applications and grants are often published long before the product hits the marketplace. There is a wealth of information that can be gleaned from these databases.

For example, in addition to determining whether or not your invention is new, you may determine the trends that are occurring in the field of inventions. You may also find new products about to be unveiled. You may avoid spending money on research and development if someone has already secured a patent.

Everyone in business should know what the competition is doing. The patent databases often disclose this information long before the marketplace does. There may be a technical problem that has stalled the development of your invention. The solution may be found in existing patent documents.

The patent databases can also be used to find new products that have not been granted patents. This could present an opportunity to exploit these inventions. If an inventor fails to file a patent application in Canada within a certain time period, anyone can make, sell or use that invention in Canada. However, you will not be able to legally export the product to countries where the invention is patented.

In order to derive maximum benefit from your research results, it usually makes good sense to secure the services of an experienced and registered patent agent who will ensure that the inventor obtains the proper intellectual property protection.

Finally, these databases are totally underused when it comes to market studies and locating potential manufacturers. For example, there are more than 200 automatic toilet seat lifters in the U.S. patent database. There are very few if any that have made it to the marketplace. Below are a dozen preparatory steps that should be taken before undertaking a marketing campaign.

### **Here are 12 questions that you need to answer in order to evaluate your idea:**

1. Is it new or has someone else already come up with it?
2. Could it be a useful marketable product?
3. Do I know if I can protect it and, if so, how and where?
4. What's so good about my invention?
5. Do I have a marketing plan?
6. Who would use and buy it?
7. Who is going to oversee the development of the invention?
8. How much capital will be needed and where will it be used?
9. What will it cost to produce and what will it sell for?
10. Who will make it and where will it be made?
11. Who will distribute it and how?
12. What is the return on the investment, and when can it be expected?

## Learning to love voicemail

### *twenty-one ways to make it work better for you*

by Peter Urs Bender

In the last century railways were built across the country at furious pace. Farmers worried their cows would stop producing milk because of the noise and steam. But, Railways were here to stay. Voicemail is like that. Love it or hate it, it is here to stay and you to deal with it. For the most part, it is a great idea. But like any system, it is only as good as those who use (or abuse) it.

I listen to dozens of voicemails every day, and the quality of them varies from superb to awful. As a professional speaker I just cannot believe how many voicemailers mangle the language. I have had correspondents speak so fast that even turning the speed of the message to its slowest will help make sense of it. Others speak so softly the system cannot pick up their words. Then there are those with strange-sounding names who do not take the time to pronounce them carefully or spell them out so I know whom to call back.

Voicemanglers are a pet peeve of mine. You can waste an incredible amount of valuable time trying to translate a garbled message. Not only is the message not going through, the caller is building up a headful of steam in the listener. It definitely does not leave a good impression.

Voicemail is such a useful tool in business and personal life, it is a shame not to use it to your best advantage. Here are a few suggestions about how to use it properly. Follow them and your messages will become true communications, of value both to you and your listener.

#1 - Accept that voicemail is here to stay. Do not get upset with it. If you do, you'll be spinning your wheels like a car on an icy road. Learn the rules of voicemail etiquette and use it to your advantage.

#2 - Before you pick up the phone, write down information you want to convey. If the message involves names, dates, places, times, phone numbers or e-mail addresses, have them ready so you can give them clearly and crisply.

#3 - When you leave a message, always start with your own phone number. You may know it well, but say it slowly. At the end of a hard day's work, nothing is more difficult to understand than a rapidly spoken phone number.

#4 - Be specific. Tell the person you are calling exactly what you want them to do. Spell out alternative courses of action. Do not waste your words.

#5 - If you have a number where a person can leave a message 24/7, be sure to say so. It only takes one phrase: "You can leave me a message on this line at any time."

#6 - Reply to your voicemail messages. That would seem courteous, but many people fail to respond to voicemail. Since you can usually return voicemail messages around the clock, you can easily pick a time when it is convenient.

#7 - Keep your replies short, but always give your name, company and phone number, even if you know the other person has it. They could be checking their voicemail from outside of their office. Where possible, give your correspondent an option. For instance,

"Phone Pat before 5 p.m. or Lynn after 5 p.m."

#8 - If your voicemail system acts as your receptionist, set it up to pick up calls after the first ring. Nothing is more annoying than a system that rings three times, then picks up on the fourth ring to give you a recorded message. My time is valuable too. If one prefers to receive a voicemail, do not make me wait to leave one.

#9 - Remember, If you get a voicemail answer on the first ring it could be that some is busy on the line, or that the line is structured like that. That could mean you might never be able to talk to a person, but must leave a message.

#10 - If you realize you are garbling your message (it happens to CEO's and doctors more often than to kids) press the pound key (#) on your phone. About 80 per cent of the time, the system you are calling will recognize the signal and give you the option to correct your message. Not all systems have this feature but it is worth trying. If the correct feature is not available, hang up, call back, apologize, and leave a corrected complete message.

#11 - Learn to use the different phone pad number keys to get the most out of your system. Such commands include speeding or slowing the message, fast-forwarding or backing up, skipping from beginning to end of the message (and vice versa), saving, deleting and adjusting volume. Learn these features before you need them. I speak from experience. I don't know how many times I have lost a message by pressing the wrong key.

#12 - Listen to your own outgoing voicemail periodically. Try to imagine how it sounds to others. If it is not clear, or there are annoying background noises, re-record it immediately.

#13 - Before you record any message, drink lots of water. That will help to keep your vocal chords clear. Do not drink milk or eat cheese. That could make your voice crack. Try using a mirror - so you can see yourself smiling. Stand up. Your voice will be stronger. You never see a soprano singing from a chair.

#14 - Deeper voices create more believability in your message. If you do not have a deep voice, don't worry. Just keep it in what I call the "normal voice range". For more information on this topic, visit [www.bender.ca](http://www.bender.ca) and read the article on voice power.

#15 - The best time to change your outgoing voicemail for tomorrow is tonight. Then, if someone calls you at 8 a.m., they are impressed with how early you get to work.

#16 - If your system offers background music, make sure it is something generic and not offensive. I would love to play some yodeling (because I was born in Switzerland) but friends suggested it might not be such a good idea.

#17 - If you are using voicemail as a selling tool, write your message as if it were an infomercial - but do not read it. Nothing puts people off more than a message that is read. Use your written notes as a guide. Put points in order and close with the action you would like your listener to take.

#18 - If you give out your business card in full business attire and it shows an address on Bay Street, callers automatically think they are phoning Bay Street. But you could actually answer in your underwear from your bedroom.

#19 - When you finish a voicemail, press the pound key (#). Try it. Most of the time it will give you options. These include the

*continued on page 12*

**= continued from page 11 = Learning to love voicemail  
twenty-one ways to make it work better for you**

opportunity to listen to the message, erase it and rerecord, or send it "special delivery".

#20 - You can resend a voicemail to another person, but it only works if you are both using the same voicemail system provider. So if you have resent the message, you may not have. Check which provider your contact uses.

#21 - Keep your mailbox clean. Check how many messages it can store. Most systems offer limited capacity. When your mailbox is full, callers will not be able to leave a message. Nothing is more annoying, especially if your message is genuinely timely and urgent.

*Peter Urs Bender is the author of four bestselling business books: Leadership From Within, Secrets of Power Presentations, Secrets of Power Marketing, and Secrets of Face-to-Face communication. His latest book is Gutfeeling. He can be reached at (416) 491-6690, or [www.peterUrsBender.com](http://www.peterUrsBender.com)*



**TD Meloche Monnex** Manager, Affinity Market Group Atlantic representative **Benoit Vigneau**, (at left in photo) visited the NBSCETT/SttagN-B office recently with **Lorraine Freeman**, (centre in photo) National Affinity Market Manager, to present Society Executive Director Ed Leslie the new partnership agreement, bursary sponsorship cheque and the latest partnership reports. For Home / Auto insurance, Society members are urged to contact TD Meloche Monnex directly [1-888-589-5656](tel:1-888-589-5656).

## **As per Engineering Technology Act, Part II 5 (2)**

the following Council decisions are to be ratified at the Annual General Meeting, April 30, 2005.

In keeping with the endeavour of maintaining uniformity of policy and processes in standards and criteria, **it is recommended By-Law 17.12 REINSTATEMENT, items (i), (ii), and (iii) be amended.** At present there is a consideration by the Certification Board that individuals who apply for membership who have graduated from a non-accredited applied science/engineering technology training program within a three (3) year window of the accreditation being granted or removed, shall be deemed as having garnered the required academics, prerequisite for certified status membership. Subsequently, By-Law 17.12 will be amended to exhibit a uniform response to any member requesting to be reinstated after being removed from the Registry for (3) three or more years. The Society now removes all traces of applicant/member information, after five (5) years of the individual no longer on the roster." **was M/S (T. Scammell / D. Sheaves) as presented. Carried**

### **17.12 REINSTATEMENT**

- (i) A member struck off the membership roster for non-payment of dues (By-Law #8.06), may within three (3) calendar membership years, submit to the Society payment for the year removed from the roster because of non-payment, the current late payment fee, the current reinstatement fee, and the current year=s membership dues, will be granted reinstatement.
- (ii) A member resigning from the membership roster may within three (3) calendar membership years, submit to the Society the current reinstatement fee, and the current year=s membership dues, will be granted reinstatement
- (iii) Any member removed from the Register, after three (3) years of removal/expulsion may apply to the Society for membership upon payment of applicable application fees and will be processed as a >first time applicant= having their qualifications assessed against current membership requirements by the Certification Board.

**Certified Computer Information Technologist:** Mr. Brown discussed "CCIT", Certified Computer Information Technologist. If applicant is not Technologist, the individual will be awarded CTech designation. The purpose of this is to give this discipline a title within the Society. CCTT has acceptance this position and Alberta is in the process of preparing discipline criteria.

**M#04-52 Acceptance of the addition to the By-Laws was M/S as presented (T. Scammell /D. Sheaves)** Registrar Brown suggested we make **an addition to the By-Law (17.02)((f))**, which would read "Members dependent upon Certification Board recommendation for certification in computer information and technology and by Council approval, may be awarded the title Certified Computer Information Technologist, be granted henceforth the designation, and will be entitled to use the initial of CCIT following their name in all instance". **Carried**

# Ten Great Words for 2005

by Jim Carroll

From: *The Boardroom*, a publication for Association Executives

Are there signs of greater turnover in your customer base, or more competitors in your industry than ever before? Is your top line getting hammered at the same time that your costs keep going up? Are your products or services becoming a commodity in an increasingly complex marketplace? Have you been so focused on managing costs that you've forgotten how to grow the business?

These are all signs of the increasing dysfunction that exists in the world of business – far too many organizations subsist in a stunning state of complacency as the world evolves around them at a very rapid pace. As the New Year approaches, it is a good time to take some positive steps – change your actions, attitudes and approaches, so you can manage change before it continues to manage you.

## Adopt ten simple words that will help to get you into the right frame of mind.

**1. Observe.** Take the time to look for the key trends that will impact yr organization and the industry in which you compete. Far too many organizations sit back after a dramatic change and asked “what happened?” Make sure that your organization is one that asks, “what’s about to happen? And what should we do about it?”

**2. Think.** Analyze your observations: spend more time learning from what you see happening around you. If you are like most organizations, you are responding to trends on a short term, piecemeal basis: you are reactive, rather than proactive. Step back, take a deep breath, and analyze what trends are telling you. From that, do what really needs to be done.

**3. Change.** In a time of rapid change, you can't expect to get by with what has worked in the past – you must be willing to do things differently. Abandon routine; adopt an open mind about the world around you. The world is changing at a furious pace whether you like it or not. Take a look at how you do everything – and decide to do things differently.

**4. Dare.** Have you lost your ability to take risks? Likely so – in the last year, we've seen the phrase “risk management” take on huge importance, as organizations have rushed out to hire “Chief Risk Officers” so that they can deal with the compliance requirements of the “Sarbanes-Oxley” legislation. Yet at the same time that you work to manage and minimize risk, your market is changing, your customers are abandoning you, and your margins are shrinking! Aren't these the biggest risks to manage? Taking risks is critical to your future success – don't throw this critical innovation baby out with the compliance bathwater.

**5. Banish.** Get rid of the words and phrases that steer you into inaction and indecision. Drop buzzwords: seek real solutions to real business problems rather than trying to run your business based on simplified pap. Ban complacency: shake your people up with some pretty dramatic action. Kill indecision: force your team to make decisions based on gut feel rather than over-analysis of dubious spreadsheets.

**6. Try.** How many of your people have lost their ability to adapt to changing circumstances because they've lost their confidence? Developing new skills and career capabilities is critical, given the rapid change occurring in every profession. And yet, too many people have managed to convince themselves that they can't adapt; they can't change; they can't master the new realities that surround them. They've lost their self-confidence, and they desperately need it back. Solve this problem fast.

**7. Empower.** In a world of rapid change, you can't expect that rigidly defined rules will be the appropriate response to changing circumstances. A ticked off customer needs a solution right now from a front line customer service rep – not some type of follow-up from head office weeks later. A middle manager in a remote location needs the ability to make a decision and must commit to it today – they can't afford to wait for the wheels of head office bureaucracy to churn. Destroy the hierarchy, and re-encourage a culture in which people are given the mandate and the power to do what's right, at the right time, for the right reason.

**8. Question.** Go forward with a different viewpoint by challenging assumptions and eliminating habit. If your approach to the future is based upon your past success, ask yourself whether that will really guarantee you similar results in the future. If you do certain things because “you've always done it that way,” then now is an excellent time to start doing them differently.

**9. Grow.** Stop focusing on cutting costs – build the business instead. Don't stand in fear of what you don't know – teach yourself something new. Don't question your ability to accomplish something great – grab the bull by the horns and see what you can do! The point is, in a world of rapid change, you must continually enhance your capabilities and opportunities through innovative thinking. Change your attitude now, and the rest will come easily.

**10. Do.** Renew your sense of purpose, and restore your enthusiasm for the future by taking action. Too many organizations, and the people who work within them, are on autopilot. They go into work each day, and do the same things they did the day before, with the belief that everything today is the same as it was yesterday. It isn't.

**Rapid times require bold change; action is critical.**

**Maybe 10 simple words are enough to get you started on the right track.**

*Jim Carroll, FCA, is a leading international futurist, trends & innovation expert, with clients such as the BBC, the Health Care Industry Distributors Association, and the North American Newsprint Producers Association. He has just released his book *What I Learned From Frogs in Texas: Saving Your Skin With Forward Thinking Innovation*. You can contact Jim at [jcarroll@jimcarroll.com](mailto:jcarroll@jimcarroll.com)*

# Dalhousie University = CTE

## Continuing Technical Education

### Upcoming Professional Development Courses

#### **Effective Grounding & Bonding:**

Correct Applications for Safe Electrical Installations  
May 10 - 11, 2005 Halifax, NS  
[http://www.cte.dal.ca/course\\_detail.php?id=4885](http://www.cte.dal.ca/course_detail.php?id=4885)  
for the brochure.

#### **Effective Grounding & Bonding:**

Correct Applications for Safe Electrical Installations  
May 12 - 13, 2005 Saint John, NB  
[http://www.cte.dal.ca/course\\_detail.php?id=4886](http://www.cte.dal.ca/course_detail.php?id=4886)

#### **Effective Grounding & Bonding:**

Correct Applications for Safe Electrical Installations  
May 16 - 17, 2005 St. John's, NL  
[http://www.cte.dal.ca/course\\_detail.php?id=4887](http://www.cte.dal.ca/course_detail.php?id=4887)

#### **AC Motors & Adjustable Speed Drives:**

Operational Features & Applications Considerations  
May 12 - 13, 2005 Halifax, NS  
[http://www.cte.dal.ca/course\\_detail.php?id=4958](http://www.cte.dal.ca/course_detail.php?id=4958)

#### **AC Motors & Adjustable Speed Drives:**

Operational Features & Applications Considerations  
Jun 2 - 3, 2005 Saint John, NB  
[http://www.cte.dal.ca/course\\_detail.php?id=4959](http://www.cte.dal.ca/course_detail.php?id=4959)

#### **Organizational Behaviour for OH&S Managers**

May 16 - 18 & 30 - 31, 2005 (NEW DATES) Halifax, NS  
[http://www.cte.dal.ca/course\\_detail.php?id=4918](http://www.cte.dal.ca/course_detail.php?id=4918)

#### **Pollution Control & Pollution Prevention (P2) Planning**

May 2 - 3 & 9 - 12, 2005 Halifax, NS  
[http://www.cte.dal.ca/course\\_detail.php?id=4970](http://www.cte.dal.ca/course_detail.php?id=4970)

#### **Management of Environmental Site Assessment**

Jun 2 - 3 & 13 - 15, 2005 Halifax, NS  
[http://www.cte.dal.ca/course\\_detail.php?id=4971](http://www.cte.dal.ca/course_detail.php?id=4971)

#### **Fundamentals of Chemistry -Environmental Professionals:** Applica-

tions to Environmental Investigations, Assessments, Data and Reports  
Jun 7 - 10, 2005 Halifax, NS  
[http://www.cte.dal.ca/course\\_detail.php?id=4972](http://www.cte.dal.ca/course_detail.php?id=4972)

#### **Physical Security Planning**

Jun 7 - 10, 2005 Halifax, NS  
[http://www.cte.dal.ca/course\\_detail.php?id=4973](http://www.cte.dal.ca/course_detail.php?id=4973)

#### **Cost Justification of Ergonomic Interventions**

May 11 - 13, 2005 Halifax, NS  
[http://www.cte.dal.ca/course\\_detail.php?id=4974](http://www.cte.dal.ca/course_detail.php?id=4974)

#### **Cost Justification of Ergonomic Interventions**

Jun 1 - 3, 2005 Fredericton, NB  
[http://www.cte.dal.ca/course\\_detail.php?id=4975](http://www.cte.dal.ca/course_detail.php?id=4975)

#### **Process Instrumentation & Control - Part I**

Jun 6 - 9, 2005 Halifax, NS  
[http://www.cte.dal.ca/course\\_detail.php?id=4936](http://www.cte.dal.ca/course_detail.php?id=4936)

#### **Advanced PERL Programming: Foundations & Techniques**

Jun 7 - 9, 2005 Halifax, NS  
[http://www.cte.dal.ca/course\\_detail.php?id=4944](http://www.cte.dal.ca/course_detail.php?id=4944)

#### **UNIX Fundamentals**

Apr 20 - Jul 6, 2005 Halifax, NS  
[http://www.cte.dal.ca/course\\_detail.php?id=4945](http://www.cte.dal.ca/course_detail.php?id=4945)

#### **Web Site Design & Administration**

May 10 - 12, 2005 Halifax, NS  
[http://www.cte.dal.ca/course\\_detail.php?id=4946](http://www.cte.dal.ca/course_detail.php?id=4946)

#### **Introduction to Object-Oriented Programming with Java**

Apr 21 - Jul 7, 2005 Halifax, NS  
[http://www.cte.dal.ca/course\\_detail.php?id=4964](http://www.cte.dal.ca/course_detail.php?id=4964)

#### **Requirements Analysis & Specification (Web-Based Course)**

Apr 21 - Jun 23, 2005 Halifax, NS  
[http://www.cte.dal.ca/course\\_detail.php?id=4965](http://www.cte.dal.ca/course_detail.php?id=4965)

#### **SQL**

Apr 19 - Jun 21, 2005 Halifax, NS  
[http://www.cte.dal.ca/course\\_detail.php?id=4966](http://www.cte.dal.ca/course_detail.php?id=4966)

#### **2EE - Java for the Web & the Enterprise**

May 17 - 20, 2005 Halifax, NS  
[http://www.cte.dal.ca/course\\_detail.php?id=4967](http://www.cte.dal.ca/course_detail.php?id=4967)

<http://www.cte.dal.ca>

It has been accepted by Council, March 14, 2005,  
to amend By-Law 17.02 CERTIFIED MEMBERS b),  
by changing the wording to:

b) Members dependent upon Certification Board recommendation for certification in all (Canadian Council of Technicians and Technologists) CCTT global accepted applied science disciplines, and by Council approval, may be awarded the title Professional Technologist, be granted henceforth, the designation and will be entitled to use the initials PTech following their name in all instances, effective September 01, 2005.

Members, dependent upon Certification Board recommendation for certification in all CCTT global accepted applied science disciplines, and by Council approval, may be awarded the title Certified Technician, be granted henceforth the designation, and will be entitled to use the initials CTech following their name in all instances.

Existing certified members, maintaining their good standing, who have been awarded the title Certified Technician, shall retain this designation, and will be entitled to use the initials CTech following their name in all instances.

Existing certified members, maintaining their good standing, who have been awarded the designation Certified Engineering Technologist, shall retain this designation and use the initials CET following their name in all instances, but may irrevocably choose to change their designation title to Professional Technologist, and henceforth use the initials PTech, following their name in all instances.

Existing certified members, maintaining their good standing, who have been awarded or chosen the title Applied Science Technologist shall retain this designation and use the initials ASCT following their name in all instances, but, may irrevocably chose to change their designation title to Professional Technologist, and henceforth use the initials PTech following their name in all instances.

Existing certified members, maintaining their good standing, who have been awarded the designation Certified Engineering Technician, shall retain this designation and use the initials CET following their name in all instances but, may irrevocably choose to change their designation title to Certified Technician, and henceforth use the initials CTech following their name in all instances.

## Follow-up Team Canada Atlantic Mission

Washington, D.C. **Week of April 25-29, 2004.**

The sectors of focus for this mission will include: information and communications technology, biotechnology, agri-foods, consumer products and building and construction products. Business opportunities through government procurement and International Financial Institutions will also be established. Contact Pierrette Battah, Mission Coordinator, Department of Business New Brunswick at 506-444-4156 or by e-mail at pierrette.battah@gnb.ca.

## The European Seafood Exposition (ESE)

Brussels, Belgium **May 4-6, 2004**

The European Seafood Exposition, held in conjunction with Seafood Processing Europe, represents the largest seafood event in the world. The ESE attracts buyers from leading restaurants, hotels, resorts, institutions and seafood supermarkets, as well as distributors/wholesalers, processors, importers, exporters, brokers and traders. Again this year, with the support of the International Business Development Agreement (IBDA), there will be an Atlantic Canada component within the Canadian Pavilion. Contact Anne Daigle, Trade Officer, Business New Brunswick at 506-444-5047 or by e-mail at anne.daigle@gnb.ca.

## EnviroExpo 2004

Boston, MA **May 6-8, 2004**

This is the premier environmental conference and trade show for the New England and north east US markets. Business New Brunswick will be exhibiting. Contact Lynne Tompkins, Business New Brunswick, at 506-453-8756, or at lynne.tompkins@gnb.ca

## Aquaculture International 2004

Glasgow, Scotland **May 19-21, 2004**

A leading cold-water Aquaculture event, where Atlantic companies will exhibit their products, share ideas, promote technologies, and develop or enhance new business alliances. This show covers all aspects of the fast growing Aquaculture industry.

## **PROFESSIONAL DEVELOPMENT ASSURANCE (PDA) PROGRAM**

### **Introduction**

- Certified Technicians & Technologists are motivated by changing technology to continuing professional development
- A standard format for documenting continuing professional development benefits both the certified technician / technologist, the profession and public.
- The public would have increased confidence in the professional services provided by certified technicians / technologists.
- Member participation in this program is automatic

### **PDA Program**

- Defines the categories of continuing professional development
- Establishes a rating for each category of continuing professional development
- Provides a minimum credit for each category
- Requests that each member completes a Continuing Professional Development Summary form (available on NBSCETT website) annually and forward it to NBSCETT for insertion in their membership file. This information would remain confidential.
- Unclaimed PD credits in all categories from a) to f) (credits exceeding maximum yearly claim) may be claimed within a period of two years following initial claim.

### **PDA Program Application**

- NBSCETT will randomly select 5 member files per 1000 certified member files and review continuing professional development
- This review will establish PDA status for NBSCETT membership.
- Deficiencies assessed on reviewed member(s) files will be identified to the member(s) with some suggestions to support their efforts to address them

### **Benefit to Certified Technician / Technologist**

- Focus for individual's continuing professional development
- Strengthens the importance of certified technician / technologist designations to the employer and public
- Resource for updating resume

# An affinity for service

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Preferred group rates  
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<sup>†</sup>Group auto insurance rates are not applicable in Newfoundland and Prince Edward Island. Due to provincial legislation, our auto insurance program is not offered in British Columbia, Manitoba or Saskatchewan. The home and auto insurance program is underwritten by Security National Insurance Company.

\*No purchase necessary. The contest is open to residents of Canada who have reached the age of majority where they reside. The approximate value of the prize is \$64,500. The contest runs from January 1 to December 31, 2005. In order to win, the entrant, selected at random, must correctly answer a mathematical skill-testing question. For more details on the contest, see the complete rules at [melochemonnex.com/nbscett](http://melochemonnex.com/nbscett).