

# **EXECUTIVE DIRECTOR'S REPORT TO COUNCIL – (#64)**

**For May 2011 ASTTBC Council Meeting**

*(Covering the Period January 1, 2011 to April 30, 2011)*

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*This Report covers the first four months of 2011 during which there was considerable focus on the ASTTBC – APEGBC joint task forces as well as professional regulatory functions such as the Technology Registrations Canada initiative. The launch of Technology Professionals Canada marked the start of a new era of collaboration with sister associations. During this time, ASTTBC reached out to members and industry through member and industry meetings. Finally, ASTTBC participated and sponsored various key events with other organizations, eg CEBC Awards, Georgies, Northern Forest resource and Technology Forum and awards, Big Little Science Centre, Year of Science and Engineering and Geoscience Month.*

**“A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be.”**  
Wayne Gretsky

## **GOAL #1 – PROFESSIONAL LEGISLATION & REGULATION**

**AIBC - ARCHITECTS ACT CHANGES.** ASTTBC has asked Government to enact changes to the *Architects Act* along the lines of the Saskatchewan Architects and Technologists / Technicians statutes; the Architects Act in that province provides an exemption for technologists and technicians. ASTTBC seeks full and clear practice rights for BC designers / technologists and technicians.

### **BUILDING OFFICIAL ACT CHANGES**

ASTTBC was aware that the Building Officials Association of BC (BOABC) was seeking changes to their statute that would grant restricted practice rights, but was not informed nor involved with drafting of legislation which we have now learned was advancing toward the Legislature this spring. We have recently been advised that the draft will not proceed to the Legislature and that more and wider consultation will ensue. ASTTBC met last year with the BOABC President and advised ASTTBC was supportive of an appropriate role and recognition for Building Officials and that we would have to look closely at any legislation which granted restrictive practice rights.

ASTTBC's concern is with the need for restrictive practice and that there are members of ASTTBC who are fully competent to carry out building official roles and responsibilities but who may not be registered with BOABC as a Registered Building Official (RBO). I met with reps of the Building Standards Branch on this and other matters and expressed our concern that ASTTBC had been left out of the loop on this important initiative. ASTTBC is following up with the Ministers Responsible (Building Officials and ASTT Acts) regarding ASTTBC's interest and concerns.

### **EngL TASK FORCE – JOINT WITH APEGBC**

The Limited License Renewal Task Force was formed to advise the ASTTBC and APEGBC Councils on an improved and more effective Limited License system, and to make recommendations to the two Councils by March 2011. The Task Force met eight times and crafted a final report which was tabled with the APEGBC and ASTTBC Councils on April 1 and April 7 respectively. Both Councils referred the report to the Executives of ASTTBC and APEGBC to consider and provide recommendation to the Councils.

The Limited License and its associated designations of Engineering Licensee (Eng.L.) and Geoscience Licensee (Geo.L.) has been offered by APEGBC since 1995. This designation allows those who hold the designation to practice professional engineering or professional geoscience within a clearly defined scope. It is intended to recognize the fact that certain individuals can be permitted to carry out certain specific functions normally within the definition of professional engineering or professional geoscience. Examples of typical applicants are Applied Science Technologists or other practitioners whose work extends into the field of professional engineering or professional geoscience.

### **HOUSE INSPECTOR LICENSING – ISSUES WITH THE CURRENT SYSTEM**

ASTTBC and BCIPI, an institute within ASTTBC, collaborated in developing a brief on the House Inspection Licensing Regulation. The ASTTBC Executive Director wrote to the Minister Responsible, as well as the President and CEO of Consumer Protection BC which has responsibility for licensing inspectors. ASTTBC and the three other designated associations / organizations provide the certification of inspectors who in turn are then automatically licensed by CPBC. The brief defines a number of recommendations designed to better serve consumers by providing for common professional regulatory and business practice standards. ASTTBC remains very concerned that the current framework, while a solid beginning, has shortcomings which could be a serious threat to consumers, eg there is not one standard but four quite separate and distinct standards for the professional certification of inspectors. There is also the concern that the four associations / organizations are quite different in terms of regulatory experience and capacity to fulfill the expectations of a professional regulatory body. ASTTBC will continue to pursue these issues.

### **PTECH TASK FORCE – JOINT WITH APEGBC**

The PTech Task Force has been formed to advise the ASTTBC and APEGBC Councils on the implementation of the designation PTech in BC taking into account the Alberta model; and to make recommendations to the two Councils by March 2011. The Task Force met eight times and crafted a final report which was tabled with the APEGBC and ASTTBC Councils on April 1 and April 7 respectively. Both Councils referred the report to the Executives of ASTTBC and APEGBC to consider and provide recommendation to the Councils.

The PTech, a professional credential included in the ASTT Regulations since 2005, has not been implemented by ASTTBC as the Association has been looking for a common direction within Canada prior to enacting in BC.

With the enactment of the PTech in Alberta, ASTTBC Council decided it will implement PTech in 2011. In keeping with the Alberta model, ASTTBC agreed to work with APEGBC in jointly considering PTech implementation. In Alberta, the Professional Technologist designation is regulated under the Engineering and Geoscience Professions Act through a series of Joint Boards of the Association for Science and Engineering Technology Professionals of Alberta (ASET) and the Association of Professional Engineers, Geologists and Geophysicists of Alberta (APEGGA). The Alberta Act calls for Professional Technologists to have scopes of practice that cover the routine application of industry recognized codes, standards, procedures and practices using established engineering or applied science principles and methods of problem solving.

## **GOAL #2 – RIGHTS TO PRACTICE**

**APEGBC – ASTTBC Relations.** The Executives of both associations have agreed that the associations will find ways to work together to better serve and protect the public interest. The two associations' Executive met last August, September and December to discuss matters of mutual interest and to nurture a collaborative working relationship. APEGBC and ASTTBC Executive Directors meet regularly to compare notes and consider linkages and future directions.

**BC SAFETY AUTHORITY.** ASTTBC is working with the BCSA on proposed licensing of ASTTBC members carrying out 'electrical work'.

**GUIDES TO PROFESSIONAL PRACTICE.** Nothing new to report. For the current Guides visit [http://www.asttbc.org/practice/regulation/practice\\_guidelines.php](http://www.asttbc.org/practice/regulation/practice_guidelines.php)

**WORKSAFE BC RECOGNIZES REGISTERED FOREST TECHNOLOGIST.** I reported in February that WorkSafe amended the Occupational Health and Safety Regulations to include the RFT as a qualified professional. WorkSafe advised they will not accept ASTTBC professionals citing inadequate practice rights provisions in the *ASTT Act* as their primary reason. ASTTBC is taking the matter to the Ministers responsible.

### **GOAL #3 – PROFESSIONAL STANDARDS & REGULATION**

*This Goal is covered by the Registrar's Report to Council.*

### **Goal #4 – PROFESSIONAL RECOGNITION**

Employer Liaison – Nothing new to report

Relations with other Associations / Organizations

**ABCFP.** Ian Emery, ASCT, RFT attended an ASTTBC member meeting in Campbell River. We talked briefly about general matters of interest to both associations, notably attracting students into forestry and technology careers. It was agreed we should arrange a joint meet of Executives, now scheduled for June 2011.

**ABCLS.** Dave Rutherford and I attended ABCLS AGM dinner in Victoria.

**AIBC.** Vice President Bill MacPherson and I will attend the 2011 AIBC AGM.

**APEGBC.** See various items in this Report. ASTTBC Council sends a representative to each meeting of APEGBC Council. APEGBC reciprocates. The Associations share each other's Council Agenda materials. The Executive Directors for APEGBC and ASTTBC meet fairly frequently.

**APEGBC IS SPONSOR of ASTTBC AGM.** ASTTBC and APEGBC struck a reciprocal arrangement for sponsorships, with ASTTBC a sponsor of the APEGBC AGM in 2010 and APEGBC a sponsor of ASTTBC AGM 2011.

**BOABC.** Nothing new to report except as covered elsewhere in this Report.

**CEBC.** The CEBC Young Professionals group is considering a change to the name of the CEBC Award to be more inclusive of all professionals involved with engineering consulting companies. ASTTBC will attend the CEBC AGM 2011 and arrange a meeting with the CEBC Executive in the near future.

**CEBC AWARDS – ASTTBC PRESIDENT SERVED AS JUDGE.** CEBC again invited ASTTBC to appoint a representative to their judging panel. Vice President Bill MacPherson served and expressed his appreciation for the opportunity and how this enhanced the links between ASTTBC and CEBC and the engineering consulting community.

**CEBC AWARDS – ASTTBC IS SPONSOR.** ASTTBC was again a Platinum Sponsor of the CEBC Awards.

**HEALTH SCIENCES ASSOCIATION (HSA).** Nothing new to report.

**Utility Locators.** ASTTBC Council has approved in principle a new Technical Specialist program for Utility Locators, working with the BC Common Ground Association (BCCGA). There is a very high level of interest from industry, the BCCGA, and the educational providers to have a recognition program.

## **GOAL #5 – MEMBER SERVICES**

### *ASTTBC Web Sites – Social Media and Other*

**ASTTBC BROADCAST E-MAIL.** 170,340 personalized broadcast messages were distributed between January and April 2011, making the first quarter of 2011 one of the busiest. This number is currently undergoing analysis and the relation (ratio) between the number of e-mails sent vs e-mails actually opened will be investigated and included in next Report.

**ASTT e-NEWS.** Sent monthly. For past issues: <http://www.asttbc.org/services/communications/e-news.php>.

**ASTT NEWS.** The January to June 2011 issue (#128) was mailed to members in late April. The theme was ‘Going Green’ with an emphasis on the new TechGREEN Awards. In keeping with the subject, green background ink was used instead of the traditional ASTTBC blue. Inserts included: ASTTBC AGM registration card with a FEAT message on the reverse.

**ASTTBC.ORG WEBSITE.** ASTTBC website design is now with the programmers and in the process of implementation. New 3-column page layout is contemporary and more flexible than any solutions we’ve used in the past. The site should be launched no later than the end of July. Website visits are still in the high range of 6,000 – 7,000 unique visitors per month. Most frequently visited pages include: Technologist Register, programs, classifications, pay dues, contact ASTT and address update. Majority of our referrals are once again coming from BCIT, BCIPI and WorkFutures BC. Site visits via portable data devices like iPhone, Android and Blackberry are also on a steady rise.

**CAREERS WEB SITE.** ASTTBC’s career website can be found at <http://careers.asttbc.org>.

**PR AND RELATED ARTICLES.** ASTTBC continues to enhance the profile of its members and the association through a combination of paid advertising and media releases.

### **SOCIAL MEDIA.**

**WEBINARS.** Webinars are very valuable tools for real-time interaction and offer numerous new opportunities to connect with the members while keeping the cost to the minimum. From training and education to legal advice, all webinars are also recorded and archived for future reference. BCIPI took an active and leading role in that area and so far have conducted 9 successful webinars on a wide range of topics.

For the first time this year, two of our AGM session are being offered via www webinar. AGM Business Session and **Contract Components & Pitfalls** hosted by David Wende will be webcasted live from the Surrey Guildford Hotel.

**YOUTUBE.** ASTTBC channel on YouTube currently features 25 short videos, has generated 4,454 views and has 12 subscribers. To visit ASTT video channel on YouTube please follow the link [www.youtube.com/ASTTBC](http://www.youtube.com/ASTTBC)

**LIVECASTING.** Skype is still the most popular livecasting tool and used around the office for long distance calls and in board meetings e.g. OWRP. We encourage Staff to use Skype more and help save on costs of long distance calling.

**MICROBLOGGING.** Twitter – started as a pilot in 2010 is picking up the momentum and gaining new followers. We post a tweet or two per week on average increasing the number of visitors to the site. ASTTBC twitter has now 29 subscribers representing many BC regions. One of the new subscribers is the BC Liberal Caucus.

**FORUM.** Forums (WIT, CSO and Council Forum) are still one of the least visited areas of ASTTBC website and soon will get disabled due to the lack of interest and very long periods of inactivity.

**PHOTO SHARING.** ASTTBC is looking at software options for building a permanent photo presence on the Internet. Under consideration is including pictures of historical value that date back to the early days of the association.

**VLOGS.** This year's AGM will present us a perfect opportunity to provide members the opportunity to share their enthusiasm and accomplishments via short videos. We will record numerous clips, short interviews for use in schools, regional meetings and other ASTTBC events.

**TECHPROFILE.** With each monthly issue of *ASTT e.NEWS* we encourage members to post their profile to TechPRO. A member is profiled monthly in each issue of e-News. <http://www.techprofile.ca/>.

#### Member Benefits Program - TechCLUB

**TechCLUB.** <http://techclub.asttbc.org>. ASTTBC has reached an agreement on a 5-year extension of its affinity and sponsorship agreement with TD Insurance Meloche Monnex. Highlights of the extension include a revenue enhancement and a greater level of sponsorship participation. Program subscription (subscribing members) has steadily increased in the past 3 years and TDI/ASTTBC are committed to looking at ways to continue to grow the program as it offers members excellent savings and continues to be a revenue source for FEAT.

A new ASTTBC member service is with EPIC Educational Program Innovations Centre. The new partnership agreement allows ASTTBC members access to continuing professional development courses at discounted rates. This partnership allows ASTTBC to offer directly endorsed technical, career, communications, and project management courses to the membership. In addition, the agreement will see a portion of the registration fees divert to FEAT as a revenue source.

We have also added the Hotel Grand Pacific in Victoria as a preferred hotel partner. Details have been added to the TechCLUB website and are fully accessible by members.

A renewal of the ASTTBC – Mercedes Benz Canada partnership is underway as is a formal launch of the Uniglobe Travel partnership.

In the coming months Investors Group will be coming online to offer financial planning strategies and workshop opportunities to members. As well, a comprehensive critical illness group insurance plan is being contemplated which will result in a great member service enhancement along with access to a mortgage financing program.

#### Institutes - Special Certification Programs

**BCIPI.** ASTTBC members registered in House and Property Inspection are automatically 'members' of BCIPI. The BCIPI Steering Committee is functioning well within the guidance of the Manager. ASTTBC's Institute policy changes have been endorsed by the Steering Committee. Council will consider on May 26, 2011. The new web site is continuing its introduction success with a large volume of hits. In addition members are using this vehicle as part of their marketing.

A full colour brochure has been revised and reprinted to replenish inventory. The ASTTBC AGM will provide a breakout session to introduce the new BCIPI Engagement Contract. The Webinars will be used in conjunction with the session for those unable to attend.

BCIPI monthly seminar / webinar attendance has grown from 20 to 30 per session to an average of 100 per session. The Steering Cttee remains active with this year's addition of 11 home show exhibitions for members in their respective business areas.

**CONSTRUCTION SAFETY.** Membership, with pending files stands at 176, plus 22 applications in process. Numerous initiatives are underway to increase the profile of members and raise awareness of the CSO designation.

**FIRE.** Brian Stegavig, Manager, recently attended the **Fire Prevention Officers Association (FPOABC)** workshop as a 'vendor' and attendee. Brian started a dialogue with FPOABC executive asking them to endorse the resolution that the Fire Chiefs' Association of BC (FCABC) passed last year in support of ASTTBC certification. Brian is on the fire safety plan committee with FPOABC. There has been some interest by a few fire prevention officers to have the fire safety planners certified. ASTTBC will stay connected. Brian will attend the FCABC Conference at the end of May.

The **BC Fire Commissioner** was at the FPOABC workshop and mentioned ASTTBC in her comments. She is looking for input from the members on the FCABC resolution. Apparently the FPOABC are not tied to the FCABC any more and can make their own decisions whether they will support FCABC resolution or not. This will be addressed by ASTTBC (Brian) at the next FPOABC lower mainland zone meeting.

**ONSITE WASTEWATER.** ASTTBC is now working on a new outcomes based standards as the basis for accreditation and certification. Will complete draft by the end of June 2011 and send out for comment. Addressing several other issues with the Ministry of Health. For general info go to <http://owrp.asttbc.org/>.

**REGISTERED TECHNOLOGY MANAGER.** AScTs and CTechs involved in supervision, management or leadership in the technology fields are encouraged to consider registering as a RTMgr. <http://rtmgr.asttbc.org/>

**SDIBC.** Nothing new to report.

**UTILITY LOCATORS.** Jason Jung, Manager, attended the recent BC Common Ground Alliance AGM. ASTTBC was publicly acknowledged at the meeting to the BCCGA membership and directors in attendance of the valued relationship shared with ASTTBC. Included in this acknowledgement was a brief statement of the work being done by the BCCGA, BC Construction Safety Alliance, and ASTTBC to work on a provincial certification program to recognize underground utility locators in BC. Work is continuing to develop a possible framework for a certification program (certification policy) at ASTTBC. Anticipate that work will flow through summer in preparation for a draft policy.

## **GOAL #6 – TECHNOLOGY EDUCATION & CAREERS**

### Educational Institutions

**BCIT and COLLEGE LIAISON.** Student recruitment continued at various campuses. Recent presentations occurred at BCIT for the Biomedical Engineering Technology Program. Excellent discussions with students on the value of registration resulting in additional student applications. Further sessions planned at Camosun in May 2011. In addition, ASTTBC attended the recent **Big Info** night where excellent exposure was enjoyed by ASTTBC. A number of connections were made with prospective students, parents, members, and others when promoting careers in technology, most notably a grade 11 student in Burnaby for whom we were able to find a Year of Science mentorship posting for work experience.

**BCIT Student Association (BCITSA).** Ongoing discussions with BCIT Student Association in preparation for a 2011/2012 school year sponsorship. The 2011 year is coming to an end but the sponsorship was highly effective as ASTTBC had exposure in print advertisements for the student handbook, recognition as a Platinum sponsor on their website along with exposure at all Student Association events. Connection to the students (student chairs and technology reps) was excellent at a number of student run events such as the School of Construction & the Environment Pool Tournament and the Mechanical Engineering Students Society (MESS) and IEEE student events during Engineering Month. ASTTBC was recognized as a primary sponsor of these events, which enhanced brand recognition with students and faculty.

**OKANAGAN COLLEGE.** Continuing membership on the Regional Dean's Advisory Committee and Chairing of the Civil Engineering Program Advisory Board resulted in an ongoing working presence for ASTTBC. A special student membership event saw 69 new student memberships. Spaghetti Bridge, Robocup Competition, Math Challenge and Career and Science Fairs are on going annual events which show great success. The original MoU has been extended and a clear sponsorship model for ASTTBC supported events at Okanagan College developed.

**OKANAGAN COLLEGE AND ROBOTS.** ROBOCUP is an annual event organized by Okanagan College – a fun event which brings youth together to learn about science and technology. ASTTBC was a sponsor. For information and photos: <http://www.asttbc.org/docs/2010robocup.pdf>

**SELKIRK COLLEGE.** A presentation to 1st and 2nd year students to promote student membership is planned for the Fall, and will lead a regular series of presentations and automated membership process.

**TRU (Thompson Rivers University).** ASTTBC is continuing to expand established links within TRU and encourage membership as well as enhance our visibility within that region.

**UBC OKANAGAN.** Two senior, ASTTBC members (Bruce Stevens, ASCT and Grant Lackmuth ASCT, RTMgr) assisted UBCO engineering students with mentoring in how best to prepare for job interviews.

#### Career Awareness and Liaison - General

**ACCELERATE OKANAGAN (AO).** AO's significant structural adjustments this year have precluded any significant initiatives. Recent discussions have created a willingness for both parties to work together in the near future.

**BC INNOVATION COUNCIL.** Nothing new to report

**BC SAFETY AUTHORITY.** Working closely with BCSA, ASTTBC continue to promote the need for recognized and certified construction safety practitioners. A current initiative is aimed at expanding the knowledge of CSO's on the Safety Standards Act.

**BIG LITTLE SCIENCE CENTRE (BLSC).** ASTTBC provided \$5,000 sponsor funding. ASTTBC continues to provide financial assistance and also make available ASTTBC staff to assist BLSC with their fund raising program. Visit <http://www.biglittlesciencecentre.org/>.

**INTERIOR SCIENCE INNOVATION COUNCIL.** Recent dialogue and meetings in Kamloops have established the basis for future collaboration and partnering with ISIC.

**KAMLOOPS BUSINESS LEADERS LUNCHEON.** 30 members of the Kamloops business community, and the City Deputy Mayor gathered in March to talk with ASTTBC on a range of topics including technology skills shortages and technology education and careers. The attendees provided useful feedback.

**KAST (Kootenay Association for Science and Technology).** Our partnership continues to grow with a combined ASTTBC / KAST / Selkirk College CPD event in Castlegar planned for October.

**MISTIC.** ASTTBC attended a science celebration promoting science and technology careers hosted by Science World and the Mid-Island Science, Technology & Innovation Council. .

**NATIONAL ENGINEERING AND GEOSCIENCE MONTH.** Advertising designed and produced for special APEGBC-sponsored NEGM feature that appeared in three (3) issues of the Vancouver Sun; multi-page NEGM feature profiling ASTTBC and BC Technology Professionals published by the Prince George Free Press.

**NATIONAL TECHNOLOGY WEEK 2010 (Nov. 1-5, 2011).** ASTTBC promoted NTW to members and non-members alike with notifications of events and happenings in e-News, ASTT News, and periodic broadcast emails. ASTTBC ran a major campaign with YouThink Magazine which saw a number of ads placed in the September, October, and November editions of the print magazine and online web presence. The ads, which are aimed at youths from grade 8-12, accomplished two very important messages; (1) promotion of technology career opportunities, and (2) recognition of our NTW 2010 event partners in print/online media.

**SCIENCE WORLD.** ASTTBC continues to support Science World's mentoring and student awareness programs, notably Scientists in the Schools. ASTTBC attended the Science Celebration in Nelson in March.

**Skills Canada BC Provincial Skills Competition.** Attended the recent provincial skills competition at Tradex where ASTTBC had a display booth. The competition was attended by thousands of people including elementary, high school and post secondary students. Materials on display included TechWORKS career information as well as various brochures illustrating the engineering team.

**YoS JOB SEARCH & WORK EXPERIENCE PLACEMENT PROJECT.** We have been successful in finding over 500 job shadow placements. The program concludes at the end of June 2011. More once the final report is written.

#### Marketing, PR and FEAT

**ADVERTISING IN THIRD PARTY PUBLICATIONS.** BCIPI placed a joint advertisement with ASTTBC in BC Notaries publication, The Scrivener; ASTTBC ad profiling Doug Carter, as well as two banner ads promoting AScT/CTech profiles and CHI/CPI inspectors, will be placed in BIV BC Tech 2011 publication (June 2011). Other similar initiatives in this period.

**ASTTBC DISPLAY BOOTH / BANNER.** Very heavy use of the ASTTBC booth in this period.

**FEAT.** The final year of the FEAT Ignite the Spark Campaign is well underway. A number of videos have been uploaded to YouTube. As well, the membership has continued to contribute to the campaign. ASTTBC Council has shown leadership in endorsing and supporting the campaign, as has the FEAT Board. FEAT staff continues to promote the campaign in pursuit of attaining its goal of reaching \$500,000 by the end of 2011. To learn about FEAT and to make a donation: <http://www.asttbc.org/about/foundation/about.php>

**FEAT IGNITE THE SPARK! CAMPAIGN.** Insert designed and produced for mailing with ASTT News #128; FEAT 2010 Honour Roll (donor list) produced and thermometer marking progress updated, and posted on the ITS web site with minor updates to select web pages To date the ASTTBC Technology Legacy Fund stands at \$480,000 with the goal of \$500,000 achievable by year end if not before.

**NATIONAL TECHNOLOGY WEEK 2010 (Nov. 1-5, 2011).** ASTTBC will promote NTW to members and non-members alike with notifications of events and happenings through ASTT e-News, ASTT News, and periodic broadcast emails.

**SPONSORSHIPS.** ASTTBC continues to sponsor various events: APEGBC; CEBC; Math Skills; RoboCup; Skills Canada (BC); Spaghetti Bridge; and various Career Fairs.

### Media

The contract position of Director, Media Relations, was created in January 2011, and Garry Gaudet was engaged as Manager, Media Relations. Garry is a veteran professional broadcaster, writer and for ten years, Okanagan College Communications and Media Relations Director.

### **ASTTBC marketing and communications activities are designed to inform, engage and build connections.**

Several goals are listed under this principle to create positive public impressions, knowledge of and support for ASTTBC initiatives, and of our members and their achievements and contributions. The role of **Manager, Media Relations** is to develop lists and contact editors and reporters at professional print and broadcast news outlets, public and stakeholder periodicals, and generate stories of interest to these targeted outlets. With a flow of positive ASTTBC stories reaching the general public through (unpaid) media stories, we develop a 'bank account' of positive public impressions and an image of competence and professionalism. We also enhance the profile of ASTTBC and the professionals registered with the Association.

To this point, in close consultation with the Executive Director, and Managers of Marketing (Anne Sharp), Governance and Events (Cindy Aitken) and Corporate Identity (Richard Mayer) Garry has –

- Set up appropriate files and regional media distribution lists
- Attended TARC 2010 - Written and circulated several news releases on the introduction of ASTTBC's TechGREEN award, and the individual TARC honorees
- Written and circulated 16 news releases and advisories to professional news media outlets in every region of BC so far in 2011. Several dozen more are planned for this calendar year.
- Written eight articles for a special 4-page ASTTBC section in the Prince George Free Press
- Assisted in promoting and securing YOS Student Job Shadow positions with employers
- Begun drafting a Media Relations Guide for managers and eventual successors in the office.
- Provided input and feedback as requested on TARC, MAR-COM plan and other documents
- Planned and executed information campaigns to bolster (unpaid) media coverage and attendance for ASTTBC meetings in various communities (PG, Northwest Coast, Kamloops, Okanagan, Vancouver Island)

## **GOAL #7 – PUBLIC POLICY**

### Building Standards

**BUILDING CODE RENEWAL.** It is not fully clear where this project is going however the most recent information is that informal consultations with stakeholders will be followed by a meeting of leaders such as Executive Directors to consider the issues and the way forward.

Economic Development, Employment and Community Services

**ASIA PACIFIC GATEWAY SKILLS TABLE.** The ASTTBC Executive Director is participating as a member of the APGST Board. <http://www.asttbc.org/docs/apgst.pdf>

**PACIFIC NORTHWEST ECONOMIC REGION (PNWER).** ASTTBC is engaged with PNWER. For info on PNWER: <http://www.pnwer.com>

**PREMIER'S TECHNOLOGY COUNCIL.** Nothing new to report.

**TECHNOLOGY EDUCATION & CAREERS COUNCIL (TECC)** will be holding meetings in Victoria on May 16, 2011. A special MLA Leader's Luncheon will be held at the Hotel Grand Pacific and we are expecting 40 MLAs and guests.

First Nations

**FNCC CHAIR, BILL BAGLOT MEETS THEN MINISTER GEORE ABBOTT.** See next Section of Report.

Government Liaison

**BC CABINET MINISTERS.** Recent formal and informal meetings and conversations included Ministers Abbott, Bell, Bond, Chong, Coleman, Lake, and Yamamoto.

**BC LEGISLATURE.** The Legislature will sit until June 2. Not a lot of new legislation expected. Bill 5 brings into force the New West Partnership Trade Agreement. For a copy of the Bill go to [http://www.leg.bc.ca/39th3rd/1st\\_read/gov05-1.htm](http://www.leg.bc.ca/39th3rd/1st_read/gov05-1.htm).

**BC MLA LIAISON.** Various formal and informal meetings with MLAs.

**MUNICIPAL.** Met the Mayors of Campbell River and Prince Rupert. Talked about ASTTBC's role as a professional regulatory body.

Immigration & Internationally Trained

**ASIA PACIFIC GATEWAY SKILLS TABLE.** ASTTBC Executive Director is a member of the Table. Active engagement with the Table provides the opportunity to address technology education and careers education and skills shortages in this area. ASTTBC work re Internationally Trained Professionals is of interest to the Table.

**INTERNATIONALLY TRAINED PROFESSIONALS.** ASTTBC has been working with other technology professional association Registrars to develop 'Technology Registrations Canada', a web-based program to assist ITPs assess their credentials and get registered with ASTTBC and our sister associations throughout Canada. ASTTBC received HRSDC funding for Phase II of this project. Phase II is nearing final stages and will be presented to the Council of registrars in June 2011.

## Sustainability Agenda

**TechGREEN.** Special cleaning cloth promoting TechGREEN designed and produced, to form part of TechGREEN regalia or promotional items. A **TechGREEN banner** was produced to help enhance awareness of ASTTBC's 'green' initiative. To learn more about TechGREEN: <http://www.techgreen.ca/>

## Women in Technology

**BCWIT.** Sarah Campden, Chair, BC Women in Technology, attended meeting to consider a western Canada working group for women in engineering, trades and technology. BCWIT has organized a meeting of the steering group at ASTTBC AGM.

## **GOAL #8– GOVERNANCE & MANAGEMENT**

**ANNUAL GENERAL MEETING 2011 & PROFESSIONAL DEVELOPMENT DAY.** The AGM is scheduled for Friday, May 27<sup>th</sup> at the Sheraton Guildford Hotel, Surrey. eMPower Yourself!... Is the theme for ASTTBC's 2011 AGM and we are anticipating 200 participants. This promises to be a very exciting and educational day with an update on the affairs of the association, great breakout sessions, an extraordinary Keynote Presenter Dr. Mark DeVolder and our TOP in Technology Awards. The day is shaping-up to be another successful event for ASTTBC!

Developed page-flip e-Invitation for promoting this year's event. This AGM will be more virtual, with emphasis on using email broadcasts, web site and other mediums (such as page flip) and less print; web page and online registration forms updated, including event partner and sponsor recognition; event branded email broadcast template designed and produced; event regalia designed and produced; event sponsorship information provided by way of a page flip publication on ASTTBC's web site

**AUDITOR – NEW TO BE APPOINTED.** ASTTBC's auditor has advised she will retire after completing the audit of fiscal 2010. In consultation with Secretary Treasurer Dave Rutherford staff completed the search for a new auditor and a recommendation was approved by ASTTBC Council and will advance to AGM 2011 for member approval.

**AWARDS & RECOGNITION CELEBRATION** to be held on Saturday, November 5, 2011 at the Vancouver Marriott Pinnacle Downtown. This highly anticipated event always attracts a great turn out with over 225 guests in attendance. The evening includes the annual FEAT Silent Auction, Reception, Guest Speakers, great Entertainment and Award Presentations. MAKE PLANS TO ATTEND!

**BUDGET 2011.** On track to meet 2011 targets.

**FINANCIAL REPORT TO APRIL 2011.** Report for the first four months of 2011 will be tabled with Council at the May meeting. ASTTBC is on track to achieve Budget targets.

**MEMBER MEETINGS** were held on Vancouver Island and in the Interior: *Courtenay* – April 13<sup>th</sup> (20 Members); *Campbell River* – April 13<sup>th</sup> (12 Members); *Victoria* – April 15<sup>th</sup> (75 Members); *Terrace* – April 20<sup>th</sup> (30 Members); *Prince Rupert* – April 20<sup>th</sup> (15 Members); *Kamloops* – May 3<sup>rd</sup> (60 Members); *Salmon Arm* – May 4<sup>th</sup> (20 Members); *Vernon* – May 4<sup>th</sup> (27 Members); *Kelowna* – May 5<sup>th</sup> (60 Members); *Penticton* – May 5<sup>th</sup> (21 Members); .

**PUBLIC REPRESENTATIVE : THIRD TO BE ADDED TO COUNCIL.** The *ASTT Regulations* were changed at AGM 2010 to include a third Public Representative. The ASTTBC Nominating Committee has identified a third Public Representative. The announcement will be made as part of the Nominating Committee's Report to the AGM on May 27, 2011.

**RECRUITMENT BROCHURE.** Minor update to existing and reprinting to replenish inventory; work continuing on new design for a full colour, multi-page recruitment brochure to be published in page flip and digital print formats on completion.

**TECHGREEN AWARDS.** Nothing new to report.

**TECHNOLOGY AWARDS & RECOGNITION CELEBRATION (TARC).** This year's gala event will be held November 5, 2011 at the Vancouver Marriott Pinnacle Hotel.

**TECHNOLOGY PROFESSIONALS CANADA (TPC).** Was launched at the ASET AGM on April 2, 2011. TPC is a new business enterprise involving BC, Alberta, Saskatchewan and Ontario associations. TPC will serve the associations and their registered members. <http://www.technologyprofessionals.ca/en.aspx>

**TOP IN TECHNOLOGY AWARDS** have been presented at Member Meetings with a huge success. The TOP in Technology Awards have brought out more Members to the meetings and attracted media attention.

**YEAR IN REVIEW PRESENTATION.** Work in progress to produce a PowerPoint (or Keynote) presentation that includes highlights of ASTTBC activities and initiatives through 2010; presentation will be much like last year's YIR presentation, and will be shown at the Association's AGM in May 2011 and used at other events where appropriate, as well as posted online.

**WORK PLAN 2011.** Generally on target with most actions in the Plan.