

## 2011 AGM ROUNDUP

By Michael Mastromatteo



President Dave Adams, P.Eng., FEC, calls for a spirit of co-operation and renewal as he takes over the helm for the second time since 2008.

There is always expectation when a new president takes over from an incumbent, but the transition from Diane Freeman, P.Eng., FEC, to David Adams, P.Eng., FEC, at PEO's annual general meeting May 7 in Ottawa was more anticipated than usual in light of Freeman's championing of a governance change in which future presidents would be elected by council from the member-elected sitting council members—and Adams' public opposition to it.

But there was little politics and much celebration in Freeman's remarks as she turned over the presidency to her successor.

In her outgoing comments, Freeman paid tribute to councillors, volunteers and staff for the support they had provided her since she took over from 2009 president Catherine Karakatsanis, P.Eng., FEC.

"It is with all of this support that council accomplished so much," Freeman said. "Council members have made many well-informed, sound and sometimes challenging decisions. Council has advanced the mandate of PEO and the public interest in many meaningful ways."

Freeman also outlined some of the regulatory accomplishments made during her time as president. Among them were changes to the *Professional Engineers Act* that will, once proclaimed, eliminate the exception to the requirement to be licensed for those doing professional engineering on machinery or equipment in their employers' facilities to produce

products by their employer, and have already removed the requirement to be a Canadian citizen or permanent resident to become licensed, and made a host of administrative and regulatory enhancements. PEO effected these act changes under the provincial government's Open for Business (Bill 68) legislation.

"Over 25 years in the making, we have an act change, and this change represents the hard work of council and staff," said Freeman. "There are 66 amendments to the act, many of which received royal assent in October of last year.

"It is my most sincere hope that under the continued leadership of President Adams, this important work of council, which has been recognized by so many individuals, will continue and progress to enable PEO to become an even more inclusive and far-reaching organization," she added.

Freeman cited PEO's development of the mentorship program, enhancements to the Certificate of Authorization (C of A), and an expanding partnership with Engineers Without Borders (EWB) as additional accomplishments of the past 12 months. She also noted the regulator's progress in government liaison and influence on public policy, as well as its success in harmonizing the national requirements for licensing and registration. All these efforts, Freeman suggested, have helped bring value and recognition to the P.Eng. licence in Canada.

Freeman chose not to elaborate on the governance model change, other than to suggest that its intent is to bring administrative efficiency to the association. "During the year, we took that final step of a governance journey to improve the governance of the association that started in May 2009. I want to be forthright with you. I have the title of president, and some added responsibility, but around the council table, I am only one vote out of 29 and I turn to everyone else for their collective wisdom to make an accountable decision."

Freeman also told the parable of the three quarry workers who, when asked to describe their labours, emphasized differing priorities. The first said he was earning a living, the second that he was honing his craft, and the third that he was building a cathedral. "I like to think council this past year was focused on the higher objective of building a cathedral, of making progress toward PEO's big audacious goal, and of doing so not for personal gain, but for the greater good of the whole community," Freeman said.

Before turning over the gavel, Freeman welcomed newly elected council members and presented certificates of appreciation to those leaving council: Past President Karakatsanis, Vice President Corneliu Chisu, P.Eng., FEC, and councillors Bruce Clarida, P.Eng., FEC, Allen Jones, P.Eng., Phil Maka, P.Eng., FEC, Chris Roney, P.Eng., BDS, FEC, and David Spacek, P.Eng., as well as to Walter Bilanski, PhD, P.Eng., FEC, who would soon be retiring as a PEO director on the board of Engineers Canada.

Freeman also welcomed reports from other engineering associations, as well as from the engineering regulators in British Columbia, Alberta, Quebec and Nova Scotia (see sidebar on page 10, "Status reports on the 'engineering nation'").

### MEMBERS' SUBMISSIONS

Members made seven submissions to the meeting. One submission, calling for PEO to recognize the association as a "member-centred association conforming to the direct model [of presidential and vice

presidential election] defined in *Wainberg's* rules of order," was defeated in a show of hands vote. Of the other six, three were voted on and approved, while the remaining three were passed on to council without a vote from the floor.

Member submissions presented during annual meetings are not binding on PEO council but are put forward to reflect membership thinking on specific issues.

The seven submissions at the 2011 AGM were:

- PEO take a leading role in the development of a national licensure model—moved by Denis Dixon, P.Eng., FEC, and Gregory Wowchuk, P.Eng. (approved);
- PEO president and council make special efforts to work productively and co-operatively—moved by Gregory Wowchuk and Thomas Chong, P.Eng. (approved);
- PEO remain a member-centred association according to *Wainberg's* rules of order—moved by Denis Dixon and Michael Hogan, P.Eng. (defeated);
- A licensed chartered accountant or certified general accountant be recruited to serve as PEO treasurer—moved by Denis Dixon and Michael Hogan (approved);
- Council research and perform due diligence on any governance issues and obtain member approval by binding member referendum, until then all actions on governance, bylaws and regulations to be suspended—moved by Gregory Wowchuk and Michael Hogan (forwarded to council);
- All motions brought to council by members to follow a specified process: confirmed receipt of motion, invitation to movers and seconders to attend council meeting to explain motion, notification of outcome if unable to attend, and justification to movers and seconders of decisions to table and timeline for bringing the motion back (motion to be heard at next meeting if movers and seconders disagree with timeline to bring back)—moved by Angela Scott, P.Eng., and Julien Samson, P.Eng. (forwarded to council); and
- PEO not schedule its annual general meetings on Mother's Day weekends—moved by Angela Scott and Julien Samson (forwarded to council).

### INCOMING PRESIDENT'S REMARKS

Following the introduction of the 2011-2012 council and turnover of the presidency, new President Adams thanked Freeman for her good service to the association in 2010. He then outlined his vision for the coming year at PEO, calling for a spirit of co-operation and renewal as he took over the helm of PEO for the second time since 2008.

In this term, Adams hopes to build consensus from all quarters. "I invite you all to contact me," he said. "In fact, I've written letters to councillors who are continuing, to send me their ideas, and at our [council member] workshop, we'll review all the ideas submitted. We'll go over all the platforms of those who ran and we will bring together fresh ideas and then by a process of review of these ideas, we'll develop a program for the coming year."

Adams said it's time for all PEO members and supporters of the profession to come together, "behind a massive effort to tackle the very real problems confronting our country, our province and our profession."

The new president took a historical approach in his opening remarks, highlighting the important role of engineers in the development of Canadian industry and commerce.

He later called on all stakeholders to work for ongoing improvement in the regulation of the profession to help win back some of the lost prestige. However, with the elimination of the industrial exception and other administrative improvements now on the drawing board, PEO is destined for further achievement, he said.

"When regulation is not fully operational and not fully obvious to be so, it is considered at best to be marginal, and at worst irrelevant. In many areas, engineering has fallen into that trap, where we're not thought of as highly as we were. But I think our currency as a complete regulator will enhance our profession and the role of engineers in society will increase. I believe that the elimination of this [industrial] exception will give us more than we think. It will bring us into a better alignment with society and they'll know that we're protecting them to a greater extent. I look forward to working with you and to working with the council of the day to build a complete, modern progressive organization for all engineers, with the highest standards."

### NOTE OF APPRECIATION

Just prior to adjournment, now penultimate past president Catherine Karakatsanis offered a final note of appreciation to the outgoing president.

"I just wanted to add to President Adams' reference to Past President Freeman giving 'good service' to PEO and council during her term. I think I speak on behalf of all the council members in saying that Diane really did an amazing job this year. She continued the audacious goal that we set before ourselves to be the global leader in self-regulation. She really promised that last year and I think you've seen by what has been done this year that she really delivered on that promise.

"And we've heard from her colleagues across the country that they have seen that happening this year and they are appreciative of that. She's worked so hard and continued to oversee the act changes, which were all very successful. She worked hard on the national licensure model [and] continued building on the partnership with Engineers Without Borders. She travelled across the province to meet with all our members. She had countless meetings with government, and she has really represented us well. And I'm very grateful, and I just want to say thank you on behalf of council for all the tremendous work you've done and the leadership you've given us."

**STATUS REPORTS ON THE  
"ENGINEERING NATION"**

PEO's efforts in support of a national framework for engineering licensure drew high praise from AGM guests from other engineering associations during the reports portion of the May 7 annual general meeting.

Reports from other regulators and related associations are traditional at annual meetings to add perspective to the work of the host provincial regulatory body. Nine officials, representing Engineers Canada, several provincial regulators, the Ontario Society of Professional Engineers (OSPE), Consulting Engineers of Ontario (CEO), Engineers Without Borders (EWB), and the Ontario Association of Certified Engineering Technicians and Technologists (OACETT), addressed PEO delegates this year.

In offering a national perspective on the engineering community, Engineers Canada President Zaki Ghavitian, ing., FIC, paid tribute to PEO, as the largest association, for its leadership role in many cross-Canada initiatives.

He also outlined progress with high profile Engineers Canada initiatives, including organizational renewal, diversity and international mobility of Canadian P.Eng.s.

Outlining Quebec's perspective, Maud Cohen, ing., head of the Ordre des ingénieurs du Québec (OIQ), said her association is stepping up its supervision and enforcement efforts by increasing staff in the discipline office.

Cohen also said OIQ has launched an ethics action plan to remind practitioners of the importance of professional development and competence assurance. Other priorities for OIQ include a review of Quebec's engineering legislation and a new plan to integrate internationally educated engineering graduates into the association.

George Rotor, co-founder of EWB, said his organization's partnership with PEO and OSPE has paid immediate dividends. Not only does EWB have additional resources to carry out its development work, but the partnership has also improved the image of professional engineers with the general public. "We very much value the incredible relationship we have established with PEO," Rotor said.

In a written statement, Rotor also said that while the link with PEO has helped EWB expand its reach, it is also yielding new registrants for PEO's EIT program.

"I was proud a year ago, when we signed our agreement [with PEO]," Rotor said, "and I am proud today as I look back at what we've been able to do together as engineers. What's more, I am excited when I look ahead at what I

know is possible. We still need help in coming together with PEO to engage the next generation of Ontario engineers in these problems we see as so in need of our attention."

Len White, P.Eng., FEC, CEO and registrar, Engineers Nova Scotia, echoed the leadership theme in his comments, praising PEO for taking the lead in several national initiatives. It was a theme picked up by Jim Smith, P.Eng, FEC, president, Association of Professional Engineers, Geologists and Geophysicists of Alberta (APEGGA), who said PEO is bringing its size and influence to bear on the national engineering stage. Smith later outlined APPEGA's progress with annual planning, association growth, changes to its enabling statutes and other Alberta priorities.

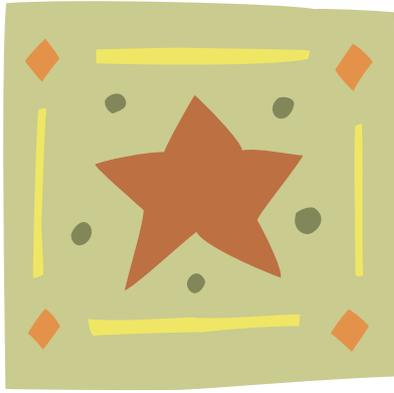
Frank Denton, P.Eng., FEC, president, Association of Professional Engineers and Geoscientists of British Columbia (APEGBC), cited professional renewal as the top priority out west. APEGBC is about three-quarters through a renewal program that emphasizes quality assurance for the association's more than 24,000 members, he said. APEGBC is also emphasizing strategic plan revisions, organizational realignment and a quality management program for 2011.

On the advocacy side, Alourdes Sully, P.Eng., president and chair, OSPE, outlined its progress over its first decade of operation. Sully noted OSPE's work with new position papers and affinity programs, adding that relationships with partners and stakeholders are bringing new strength and influence in advocacy and member services efforts.

Barry Steinberg, P.Eng., president, CEO, described his organization's emphasis on government relations, communications, member services and chapter development. "The desired result is improved chapter engagement and a resultant unified voice at all levels of CEO," Steinberg said.

Relationship consolidation is also key for Ontario's technologists and technicians. David Saunders, C.E.T., president, OACETT, expressed his appreciation for the "collegial relationship with PEO and the rest of Ontario's engineering community."

He was especially enthused about the development of the licensed engineering technologist (LET) designation, which he believes will enhance Ontario's economy and competitiveness by allowing a further pathway to licensing for certified technologists and technicians. Amendments to PEO's legislation resulting from the Ontario government's Open for Business legislation (Bill 68) allow for the establishment of the LET and enable limited licence holders to hold a PEO Certificate of Authorization (C of A).



## Awardees aplenty at 2011 ANNUAL MEETING

By Michael Mastromatteo

Awards and tributes are never in short supply during PEO's annual general meeting, policy conference and Order of Honour gala.

Sharing the stage with the nine Order of Honour recipients May 6 was Cara Stapley, EIT, winner of the 2011 G. Gordon M. Sterling Engineering Intern Award. A North Bay resident, Stapley captured this year's award for her academic record and her active support of PEO's North Bay Chapter.

The intern award is given each year in memory of the late Gordon Sterling, P.Eng., PEO president in 2001-2002. The award was established to celebrate leadership and achievement among engineering graduates registered in PEO's Engineer Intern (EIT) program.

Prior to the Order of Honour gala, outgoing President Diane Freeman, P.Eng., FEC, awarded the annual PEO President's Award to Canadian astronaut, educator and Order of Canada recipient Roberta Bondar, MD, PhD. The President's Award is awarded annually to non-engineers who have shown an active support for the engineering profession in Ontario.

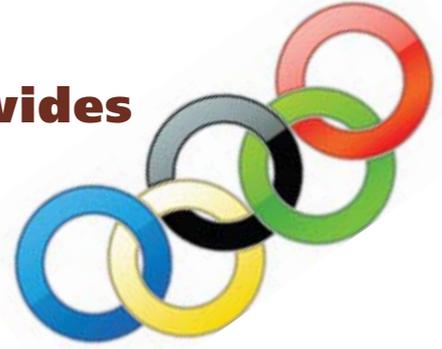
PEO's annual meeting luncheon is always the venue for the presentation of the regulator's V.G. Smith and S.E. Wolfe Thesis awards, which are awarded to professional engineers licensed during the previous year by writing technical exams. Vsevolod Marouchko, P.Eng., received the 2010 V.G. Smith Award for his high marks in three technical examination papers. Andrew Walter Tron, P.Eng., received the 2010 S.E. Wolfe Thesis Award for his engineering report, *A Comparison of Greenhouse Gas Emissions for Various Transportation Modes of the Toronto-Ottawa-Montreal Intercity Routes*, which received a mark of 91 per cent.



Andrew Walter Tron, P.Eng. (left), took home the 2010 S.E. Wolfe Thesis Award and Vsevolod Marouchko, P.Eng., is recipient of the 2010 V.G. Smith Award.

Former astronaut Roberta Bondar, MD, PhD, received the 2011 President's Award at the Order of Honour Awards gala May 6.

## VANCOUVER OLYMPICS experience provides SUSTAINABILITY LESSON



By Michael Mastromatteo



Dale Bracewell, P.Eng., speaks to attendees at PEO's AGM luncheon.

THE TRANSPORTATION DIRECTOR of last winter's highly successful Vancouver Olympic Games says engineers can draw lessons from social marketing in developing sustainable urban transit plans.

Dale Bracewell, P.Eng., now manager of active transportation, City of Vancouver, was the keynote speaker at PEO's annual general meeting luncheon May 7 in Ottawa.

As director of Olympic transportation during the February 2010 Vancouver Winter Games, Bracewell was called on to oversee implementation of the Host City Olympic Transportation Plan (HCOTP), which overcame unique and challenging constraints in providing positive transportation experiences for athletes, officials, visitors and Vancouver residents throughout the three-week games.

Last fall, the Canadian Society for Civil Engineering (CSCE) sponsored Bracewell to tour the country to discuss his Olympic Games transit planning experience.

Bracewell outlined how social marketing—in this case, using sustained media messaging to encourage the public to change some of its well-entrenched transportation behaviour—played an important role in helping HCOTP achieve some of its objectives.

“The transportation legacy was that the Vancouver Olympic transportation plan gave us a chance to prove that we could encourage a large and unprecedented number of our residents and businesses and visitors to move out of their cars into walking and cycling and transit,” Bracewell said. “And so everyone has a tangible memory of what 10 or 20 years from now we could do with our partners to make this something more permanent in terms of a transportation network and moving around in our city.”

Bracewell said transportation planners had four distinct goals with their Olympic Games plan: to ensure reliable travel for athletes, officials and the media; to maintain a functioning urban city leading up to and during the games; to promote sustainable modes of transportation; and to maximize the opportunity for longer-term, sustainable transportation behaviour among Vancouver residents.

This last objective was seen as an opportunity for HCOTP to create a transportation legacy.

In Bracewell's case, the transportation challenges were complicated by the geography of Vancouver with its densely populated downtown core and the high number of bridges woven into the city's transportation infrastructure.

He said planners took note of the transportation plans drawn up by previous Olympic Games host cities with a view to incorporating some of their most successful elements. At the same time, Vancouver transportation planners were required to draw up a customized plan, taking into account all the special constraints imposed by Vancouver's geography and existing transit infrastructure.

Vancouver is the largest city ever to host the Winter Olympics, and hosting the competition was one of the most massive, logistically taxing events ever taken on by the city.

Bracewell said Vancouver's most significant transportation challenges for the 2010 Olympic Games were increased demand and reduced road capacity. Olympic transportation demands were at least 30 per cent greater than an average weekday. The challenge of managing this increased demand was compounded by a 20 per cent reduction in road capacity, 24 hours a day, seven days a week. The reduced capacity was the result of restrictions and partial closures to give priority to the movement of athletes, officials and security personnel during the games.

“This was a new thing for us as transportation engineers, because what we needed to do was make sure the athletes, the officials, and the media were able to move around reliably in our city,” Bracewell added. “We spent the majority of our time working with the organizing committee and partners, making sure Vancouver remained a

## Profession bracing for **STRONGER ROLE** in public policy arena

By Nicole Axworthy and Michael Mastromatteo

functioning urban city, because there were still goods movement and trucks, and deliveries, and doctors' appointments, and all these things that still needed to happen. We still needed to care for our community as a large city and its urban environment."

Bracewell cited post-Olympics studies by the University of British Columbia and the Vancouver Board of Trade, which bode well for the city's sustainable transportation plans.

"The studies show that 42 per cent of the region's residents adjusted their travel during the games, but 26 per cent of that total have continued with at least one element of changed travel behaviour," Bracewell said. "So a lot of residents are saying that if we can provide regular incentives for walking, cycling, increased transit services and the like, car drivers will shift to more sustainable modes of travel."

For Bracewell, one of the key lessons was the use of social marketing to achieve more desirable transit behaviour.

"If you give drivers the incentive to get out of their cars, they'll take advantage of it," he said. "And this became an important lesson for Vancouver city officials who are committed to making Vancouver the greenest city in the world by February 2020. If we can give people a better walking, cycling and, especially, a better transit environment, as was demonstrated during the Olympic Games, they will be willing and ready to change to more sustainable modes."

**P**ersistence, communications savvy and creating opportunities for innovation should help professional engineers gain more influence and authority in bringing sound technical advice to the public policy realm.

Speaker after speaker at the third annual Public Policy Conference, organized by the Ontario Centre for Engineering and Public Policy (OCEPP), drove home the message that engineers have a tremendous opportunity to influence public policy in a positive direction, while simultaneously adding value and prestige to the engineering licence.

Held May 6 in Ottawa, this was one of the most extensive policy conferences ever organized by OCEPP and PEO. The theme for the 2011 conference was "Engineering for a better Ontario."

Nearly 20 speakers, presenters and panelists outlined a host of engineering and public policy intersection points, including in such crucial sectors as infrastructure renewal, sustainable energy, health-care delivery, education and international mobility.

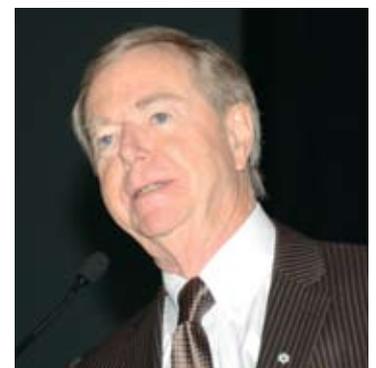
Speakers included Glen Murray, Ontario's minister of research and innovation, Gilles Patry, PhD, P.Eng., president and CEO, Canadian Foundation for Innovation, and Don Newman, strategic advisor to the Bluesky Strategy Group and former senior parliamentary editor, CBC-TV.

In his discussion of Ontario's innovation agenda, Murray outlined how research and innovation, rather than manufacturing, are the new drivers of the province's economic prosperity. He also suggested that engineers extol the benefits of innovation as they look to gain more influence in public policy matters.

Murray lamented a "productivity crisis" in Canada that has its origins in the lack of a coherent innovation strategy.

"Our production and manufacturing community is no longer our major source of wealth," Murray said. "Not applying innovation to our production economy has been a colossal national failure. We seem to have a productivity crisis in Canada and you, as engineers, and I, as a public policy-maker, have to fix it right now."

The innovation minister later highlighted some of the government's efforts to promote research and



The Hon. Glen Murray, Ontario minister of research and innovation, spoke about Ontario's innovation agenda.

Don Newman, strategic advisor to Bluesky Strategy Group and former senior parliamentary editor, CBC-TV, suggested communications strategies in dealing with government and the public.



Left to right, PEO Councillor Chris Taylor, P.Eng.; George Roter, CEO, Engineers Without Borders; David Lindsay, deputy minister, Ontario Ministry of Energy; and Corneliu Chisu, P.Eng., FEC, MPP Pickering-Scarborough East and then PEO vice president.

Left to right, PEO CEO/Registrar Kim Allen, P.Eng., FEC; Jeanette Chau, P.Eng., PEO's manager of student programs; OCEPP student essay competition winner Lesley Herstein; and then PEO President Diane Freeman, P.Eng., FEC.

innovation as key components in revitalizing Ontario's economy. But while governments establish the framework for innovation, they require engineers to fill the void, Murray said.

He also said there's a role for political leaders and even journalists to help extol the virtues of technically informed, evidence-based public policy.

"The absence of science and engineering in evidence-based public policy is destroying the capacity of people in public life to lead," Murray declared. "Unless engineers, scientists and journalists and economists can better explain the world to voters and citizens of this country, they cannot make the kind of informed choices they need... We have to solve the productivity problem. We can't do it without you, not just individually as engineers, but collectively. We have to get engineering and science back into journalism and back into our public discourse, and we have to have evidence-based public policy, and I think your association today is well positioned to play an extraordinary leadership role. Many of us have been waiting to see this kind of leadership from fellow professions across Canada."

Following up on Murray's exhortation, Patry offered a scorecard on Canada's embrace of the innovation ethos.

Also president emeritus of the University of Ottawa, Patry said that while Canada has made significant investment in education, it trails other countries in its commitment to innovation and advanced education. "While Canada has the highest rate of college completion among its peer group, it produces fewer graduates with advanced degrees (masters and PhD) in science and engineering, and fewer graduates in business programs," he said.

Echoing comments made by other senior researchers and policy analysts, Patry referred to engineering as the "invisible profession" and said there is limited awareness of the role of engineers in the development of innovative products, medical research advances and even the alleviation of human suffering.

"Why is it that engineers are virtually absent from key public policy decisions involving many scientific and engineering issues?" Patry asked. "In fact, we should not be surprised. Engineers have never been trained to address, participate or understand such issues. It is critical that engineers get involved in the development of public policies to ensure that public policies are based on sound engineering and scientific concepts. Innovation must be supported by inspired public policies."

A lack of communications expertise might also account for the profession's lack of visibility. To that end, veteran broadcaster and journalist Don Newman offered insights on how professional engineers can use major media in getting their message to the federal and provincial governments—and to the general public.

He urged engineering associations to engage communications professionals rather than trying to do the job on their own. He also called on engineers hoping to make a contribution in the public policy domain to craft their messages carefully, and wait for opportune moments.

"I encourage you to get into the debate because I think you have the skill set that's important to the debate," he said, "but at the same time you have to understand that the debate is not always what you want it to be. There's always another side in public and political life, and there's always push back. You can't start the debate and then get out of it, because then the general public will think that you don't know what you are talking about and won't pay attention to you anymore."

Newman cautioned engineers that good communication strategies aren't developed overnight, nor are they one-size-fits-all in nature.

"If you organize yourselves properly, set your objectives, move forward as a group with a powerful message and good spokespeople, I think you will have an influence in our country," Newman said, "and I think it's important that you do have that influence, and so I urge you to move in that direction."

Panel discussion topics at this year's policy conference included infrastructure renewal and policy challenges inherent in the Ontario government's *Green Energy Act*. Presenters said engineers can help prevent the "politicization" of infrastructure spending decisions. On the energy question, panelists Norm Fraser, P.Eng., COO, Hydro Ottawa, and Paul Murphy, P.Eng., president and CEO, Independent Electricity System Operator, agreed that an upcoming transformation of Ontario's electricity generation and distribution system presents both challenges and opportunities for engineers looking to influence public policy.

OCEPP student essay competition winner Lesley Herstein, a PhD candidate at the University of Toronto, made a short presentation about the potential role of engineers in addressing Ontario's water infrastructure deficit. Following her presentation, a panel discussion focused on health-care delivery and patient safety. Many of the health-care experts, including pro-

fessors Monique Frize, P.Eng., FEC, Michael Carter, P.Eng., and Geoff Fernie, P.Eng., presented models to improve such issues as clinical outcomes in prenatal medicine, services and product development for the aging population, and "models of care" for cancer patients.

The final portion of the conference featured a panel discussion on engineering education and global mobility. Claude Laguë, PhD, P.Eng., ing., dean and professor, faculty of engineering, University of Ottawa, suggested the ideal educational foundation is much broader and more diverse than it was 20 years ago. "We have a responsibility to prepare students for innovation and addressing government," he said. "Students now need the knowledge and skills to work at the global level."

Jacinta O'Brien, P.Eng., FEC, chair, Canadian Engineering Accreditation Board (CEAB), echoed Laguë's comments, but said the main issue is promoting innovation and the "globalization of engineering education," while assuring the quality of the educational experience and compliance with CEAB criteria. This includes expanding the mutual recognition agreements among countries around the world and building on the relationships with "kindred" bodies like the World Federation of Engineering Organisations (WFEO).

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## PANEL EXAMINES GLOBALIZATION'S IMPACT ON P.ENG. PRACTICE

*By Michael Mastromatteo*

THE LONG-RANGE impact of globalization and international mobility on engineering education was the focus of a workshop organized by Engineers Canada May 5 in Ottawa.

Scheduled a day in advance of PEO's Public Policy Conference, Order of Honour gala and annual general meeting (also in Ottawa), the globalization workshop studied the potential impact on regulation of the engineering profession in an era of increased mobility and "internationalization" of educational standards.

The conference was organized by Engineers Canada's International Committee, which is charged in part with keeping tabs on international agreements and mobility issues affecting professional engineers.

Engineers Canada CEO Chantal Guay, P.Eng., ing., has said such international activities are key in helping regulatory associations anticipate future trends in the profession.

"There is mounting evidence that the licensing and regulation of engineers will be affected by these trends and other global activities," Guay said. "The delivery of

engineering education, for example, is changing around the world. Professional bodies are moving or have moved to competency-based assessment of both education and work experience, and continued professional development is a principle that has been adopted by many countries, and will soon be considered as a global standard."

An international array of speakers addressed the globalization workshop, including John Power, CEng, director general, Engineers Ireland, and Jerry Carter, executive director of the US-based National Council of Examiners for Engineering and Surveying (NCEES).

The day-long workshop was divided into a "stage-setting" session, led by Dick Fletcher, P.Eng., FEC, chair of the International Committee.

Fletcher said internal agreements on trade, mutual recognition agreements and other free trade measures impose new challenges on regulators and engineering educators, suggesting that Engineers Canada and its constituent associations would do well to "chart an appropriate course for the



John Power, CEng, director general, Engineers Ireland, discusses his country's experience with mobility of engineers at the May 5 Engineers Canada workshop on globalization.

future," especially in terms of allowing increased mobility for licensed members, beyond their province of registration.

A second session examined federal government initiatives on international mobility. Michelle Cooper, director, services trade policy division, Foreign Affairs and International Trade Canada, suggested licensing and registration requirements should strive for a balance of protecting standards while meeting government policy objectives of increasing mobility and reducing trade and employment barriers.

Afternoon sessions included engineering education, led by John Hepburn, PhD, vice president of research, University of British Columbia, and David Strong, PhD, P.Eng., NSERC chair in design engineering, Queen's University. Both speakers emphasized the need to incorporate globalization into educational curricula to add value to Canadian engineering education and to provide graduates with a competitive advantage in an increasingly international field of practice.

Finally, John Boyd, P.Eng., past president, International Federation of Consulting Engineers (FIDIC), and Andrew Steeves, P.Eng., senior advisor, EXP group of companies, facilitated an examination of some of the practice and recruitment issues surrounding globalization and international mobility. Although their input focused primarily on consulting engineering services, they both emphasized the increasing

## OSPE LOOKS TO BUILD ON POSITIVE MOMENTUM FOR 2011

By Michael Mastromatteo

importance of international experience to tomorrow's global-focused practitioner.

Ken McMartin, P.Eng., FEC, director, professional and international affairs, Engineers Canada, and secretary to the International Committee, said the workshop was the first of its kind in Canada.

A past president of PEO, McMartin noted that while competency-based assessment of engineering educational programs and continuing professional development of practitioners are gaining popularity on the global scene, there is no certainty on how these issues impact engineering regulation.

"Both of these issues have multiple drivers, not just internationalization," he said. "Internationalization brings a number of other issues that are of concern to regulators, such as immigration, trade in engineering services or temporary workers, to name a few."

Engineering educators attending the workshop were in general agreement that international issues are likely to have more impact in the coming years. However, Claude Laguë, PhD, P.Eng., ing., dean and professor of engineering, University of Ottawa, suggested Canadian engineering schools already reflect a strong international flavour.

He said most Canadian engineering schools have a large segment of international students at the undergraduate and graduate levels, and that faculty members are showing an international character.

"Canadian engineering schools already offer diverse complements of faculty members who have either lived, studied or worked in many different countries outside of Canada and who can bring an international perspective to the classroom," Laguë said.

"In my opinion, our main globalization challenge as Canadian engineering educators is to increase the number of Canadian engineering students who participate in at least one international experience during their program of studies. Such international experiences are increasingly sought after by employers of engineers and this is understandable given that Canada ranks in the top five worldwide for the value of its exported engineering services."

Globalization and mobility concerns stem in part from the federal government's Agreement on Internal Trade (AIT) and other free trade-related initiatives that require occupation regulators to revisit some of their licensing and registration requirements. Engineering, in particular, has taken a leading role in working for full mobility of licensed members from one jurisdiction to another in Canada.



New OSPE President and Chair Alourdes Sully, P.Eng., presents a certificate of appreciation to outgoing President and Chair John Schindler, P.Eng., May 4 during the advocacy body's annual general meeting in Toronto.

Ontario's engineers' advocacy group is poised for new growth and influence as it begins its second full decade of operations.

At its May 4 annual general meeting, directors and supporters of the Ontario Society of Professional Engineers (OSPE) lauded the growing strength and unity of Ontario's engineering community.

The annual meeting, at which OSPE's new board of directors takes office and after which the board elects its officers, was preceded by the Women in Engineering Advisory Committee (WEAC) spring forum, and OSPE's biannual general assembly.

OSPE's 2011-2012 board comprises Alourdes Sully, P.Eng., president and chair; Nadine Miller, P.Eng., vice-chair; William Goodings, P.Eng., treasurer; Edward Poon, P.Eng., secretary; John Schindler, P.Eng., past chair; Annette Bergeron, P.Eng.; Gregory Cook, P.Eng.; Jane Huang, P.Eng.; Mirka Januszkiewicz, P.Eng.; and Heather White, P.Eng.

Many of the day's presentations focused on innovation, intellectual property and entrepreneurship for professional engineers.

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Nearly 150 people attended the full day of events, hearing from speakers such as Liberal party MPP Reza Moridi (Richmond Hill), parliamentary assistant to the Ontario minister of research and innovation Glen Murray.

Progressive Conservative MPP Ted Chudleigh (Halton) thanked OSPE for its work in support of the profession. Chudleigh also discussed the key role of engineers in Ontario's economy and innovative potential, and called for policy initiatives that allow engineers and other professions to remain competitive within Ontario and throughout the world.

Other speakers included Andy Manahan of the Residential and Civil Construction Alliance of Ontario, Robert Hogue, senior economist, RBC Economics Research, and David Dobbin, CEO, Mobilicity, who discussed innovation and entrepreneurship.

A highlight of the day's activities was release of a WEAC survey of engineering working conditions, which revealed that despite a number of positive results, there remain continuing concerns for women engineers in terms of discrimination, bias, bullying and career obstacles.

In his outgoing remarks, Past Chair Schindler said 2010 was a positive year for the advocacy and member services organization.

"We look forward to doing even more on your behalf in the year ahead, and through our collective efforts, we will continue to focus on helping the public realize and appreciate the vital role that professional engineers play in society and everyday lives," Schindler said.

He also reported that OSPE finished 2010 with an operating surplus and that overall membership and revenues grew over previous years.

OSPE acting CEO Danny Young, P.Eng., later outlined several of the organization's accomplishments since its founding in 2000, but especially over the last 12 months.

"Earlier, I said that looking back over the past 10 years, it is fulfilling to see how far we have come," Young said. "But we do need to do more. Our financial house is now in order. We have dedicated and committed staff to ensure that with your help, and the help of all members, we can expand our voice to all engineers in Ontario."



### CELEBRATING WOMEN IN ENGINEERING

The Women in Engineering Advisory Committee (WEAC) of the Ontario Society of Professional Engineers celebrated its 25th anniversary at its annual spring forum on May 4, with a theme of engineering innovation and entrepreneurship. Julie Lassonde, P.Eng., daughter of WEAC founder and first female PEO president the late Claudette MacKay-Lassonde, P.Eng., spoke on women in engineering today.

Back row, left to right: Faaiza Ali, P.Eng.; Valerie Davidson, P.Eng.; Helen Wojcinski, P.Eng.; Nadine Miller, P.Eng.; Karen Webb, P.Eng.; and Nancy Hill, P.Eng., FEC. Front row, left to right: Julie Lassonde; Alourdes Sully, P.Eng.; Lisa Maccumber, P.Eng.; Monique Frize, P.Eng., FEC; Márta Ecsedi, P.Eng., FEC; Sherry Draissey, P.Eng.; and WEAC Chair Sue Eastwood, P.Eng.

## PROPOSED BILL WOULD HAVE PUT REGULATORS TO PUBLIC INTEREST TEST

By Michael Mastromatteo

Although a private member's bill being championed by Ontario Progressive Conservative Party Leader Tim Hudak was lost on division at second reading, it could nevertheless have future implications for how regulatory bodies are perceived as serving the public interest.

Hudak's proposed *Agencies, Boards and Commissions Sunset Review Act*, which was introduced in the Ontario legislature in March, called for a mandatory value-for-tax-dollar review of government entities that either receive government funding or are established through government legislation.

In a statement released March 23, the Ontario Conservatives said the proposed legislation would review government agencies on a "reverse onus basis," meaning each entity would have to justify its existence through a performance review.

Following the review of a government agency, the committee in charge would make recommendations to the legislature that the entity continue operations under its existing mandate, undertake specified changes, or be dissolved entirely.

PEO's legal counsel reviewed the Hudak proposal at first reading and confirmed that, as then drafted, the bill could apply to PEO as an entity established by the *Professional Engineers Act*, as well as to other regulatory bodies. A similar bill has been proposed before but was rejected by the Liberal government.

"This legislation places the onus on every government entity to justify its existence and continued value to Ontario families," Hudak said in a statement. "If it [the entity] works, we'll keep it or improve it. If it's broken and needs to be fixed, we'll fix it. And if it can't justify its existence, it goes."

Although the fate of the Hudak bill is not unusual for private member's bills, according to the Legislative Assembly of Ontario website, such bills "enable private members to bring matters that concern them, their constituency or their party to the attention of the House, the ministries, the media and the public, and they may have a significant impact on future government policy." As such, the Hudak bill could indicate a general policy direction for the Ontario Conservatives.

The current session of the Ontario legislature ended June 3 with a provincial election scheduled for October 6, 2011.

## CHAPTER EDUCATION OUTREACH goes back to basics

By Nicole Axworthy

A KEY PART OF PROMOTING ENGINEERING and technology to today's elementary and high school students involves collaborating with education stakeholders, according to presenters at PEO's Chapter Education Conference.

Participants at the conference, held April 15 and 16 in Ottawa, were told that improving education outreach activities often involves going "back to basics"—learning how to communicate effectively with stakeholders to develop stronger partnerships and opportunities. "Our long-term strategy is continuous improvement," said PEO Education Committee Chair Bruce McCowan, P.Eng., about PEO's volunteer initiatives. "We're not here to put in time; we're here to get something accomplished."

Organized annually by the Education Committee's chapter liaison group, the conferences are a forum for chapter education coordinators to share ideas in support of their education outreach efforts, which include the ongoing Engineer-in-Residence (EIR) program and National Engineering Month (NEM) activities.

Facilitated by the chair of the conference organizing committee, Rouja Stefanova, P.Eng., the conference included discussions about how chapters can access key stakeholders to help implement new outreach ideas; how to leverage social media to reach out to stakeholders and especially students; and what chapters need to move forward.

Friday evening provided an opportunity for networking and a self-guided tour of Ottawa's Canada Science and Technology Museum. President and CEO Denise Amyot provided a brief history of the museum and its current and future outreach activities.

Saturday's agenda included presentations by Penny Park, executive director, Science Media Centre, who spoke about how the centre can help PEO and its chapters promote science and technology to school-aged children. She gave advice on how engineers can find opportunities to talk about the profession in the media: "Take science out of the silo of science," she said, "and put it into other areas like story-telling, music and video to get kids interested."

Vic Tyrer, an outreach policy and program consultant, explained ways in which PEO chapters can access key stakeholders in school boards and ministries to help implement

Outreach policy and program consultant Vic Tyrer (right) explained ways in which chapters can access key stakeholders.

Ian Capstick of MediaStyle focused his presentation on ways to influence social media to reach out to the student audience.

Former Ontario education minister Sean Conway was the conference's keynote speaker.



new outreach programs. He also provided input as part of a group panel discussion that focused on the question, “How do we build successful relationships between PEO chapters and their respective school boards?” Tyrer suggested chapter outreach coordinators work on building a network of local teachers and communicate with them regularly. McCowan suggested chapters “start at the top” and write a PEO position paper on education to present to the Ministry of Education to start discussions. Martha Stauch, MEd, a PEO lieutenant-governor appointed councillor, said all activities should be tied to the required curriculum, and chapters should plan one year ahead to get teachers onboard.

A lively discussion about online media also took place. “Let’s focus less on the technology and wires and more on the conversation,” said presenter Ian Capstick, owner of MediaStyle. An experienced media coach, political tactician and engaging speaker, Capstick said the biggest lesson in social media is to approach the conversation slowly, and to use a simple message that is targeted to a specific audience. He also said achieving results means taking advantage of networking sites like Twitter, Facebook and LinkedIn, and using search engines, YouTube, RSS feeds, and keyword tagging.

The education conference also included a visit from former Ontario education minister Sean Conway, who spoke about the importance of mentoring and showing students “a living, breathing example of what an engineer is.” Following Conway’s talk, representatives from Chatham-Kent, Kingsway, Mississauga, Simcoe-Muskoka and Windsor-Essex chapters presented their outreach “success stories” and discussed what chapters need to move forward.

## PEO WORKING WITH GOVERNMENT, stakeholders to implement act changes

By Michael Mastromatteo



**P**EO is working with the attorney general's office to develop a general timeframe to proclaim remaining amendments to the Ontario *Professional Engineers Act*.

The timetable is the next step in implementing the act changes passed by the Ontario government under the sweeping *Open for Business Act, 2010* legislation.

Some two-thirds of PEO's 66 act amendments received royal assent and became effective last October, including a new definition of the practice of professional engineering that is harmonized with the Engineers Canada national definition, and the elimination of the requirement for Canadian citizenship or permanent residency to obtain a licence, a misunderstood requirement that may have delayed some would-be engineers from applying for their Ontario P.Eng. licence.

The changes yet to be proclaimed are those requiring PEO to develop the associated regulations or consult with government, industry and other stakeholders in the engineering community.

Among them are the repeal of the industrial exemption, changes to the Certificate of Authorization that allow it to be held by limited licence holders, and changes to the size, composition and procedures of certain PEO committees.

PEO initially asked that the repeal of the industrial exemption take effect five years after the *Open for Business* legislation received royal assent last October. The attorney general's office, however, suggested a shorter implementa-

tion period and asked PEO to alert industry partners to the upcoming change. In response, PEO council established the Repeal of the Industrial Exemption Task Force (RIETF) to make industry aware of and assist with the implementation of the exemption.

This past spring, the RIETF began an awareness campaign among professional engineers to communicate the change and its implications. To date, PEO has reached out to 114 industry associations, held 18 public meetings and established a transition initiative with employers.

PEO believes the repeal of the industrial exception, which has existed in Ontario since 1984, will improve workplace safety in Ontario.

PEO legal counsel says that at present, drawing up a precise timetable for implementing the outstanding act and regulation changes may be difficult, as PEO intends to undertake all the necessary advance work for implementation, including such things as preparing documentation and standards and establishing its own priority list.

PEO is also awaiting word of whether the attorney general would prefer the outstanding changes be implemented separately or en masse.

Brendan Crawley, a spokesperson for Ontario Attorney General Chris Bentley, LLB, says there is some onus on PEO in advance of full implementation.

"PEO should undertake certain preparatory steps," Crawley says, "including regulation amendments [that] need to be undertaken before proclaiming the remaining amendments to the *Professional Engineers Act*. PEO has advised the ministry that work is underway."

Crawley also says the attorney general is happy to work with PEO to complete the regulation changes and to proceed with any requests for proclamation when PEO indicates that it is ready.

In the meantime, PEO will continue communicating broadly with industry and others about the progress of the changes. The engineering regulator has also re-activated its previously dormant Legislation Committee to help oversee implementation of the outstanding and any future act and regulation changes.

## Conference examines REGULATORS' use of personal information

By Michael Mastromatteo

THE RISE OF SOCIAL MEDIA is presenting new challenges for regulators in safeguarding and using personal information, say delegates to the third annual Ontario Profession Regulators' Policy Network (OPRPN) conference.

Held February 25 at Osgoode Hall in Toronto, the conference drew staff from PEO and other self-regulated professions to examine how much information about practitioners should be made available to the public, and for what purposes.

The conference theme was "Balancing practitioners' privacy and the public interests." OPRPN is a voluntary association of organizations authorized by statute to regulate professions in Ontario, established in 2005 with PEO as a founding partner. Its objective is to promote regulatory excellence by sharing best practices among participants.

Related discussion points at the conference included the future of public registers maintained by self-regulated professions, the safeguarding of information about members' quality assurance activities when dealing with complaints and discipline matters, and sharing members' conduct information with other regulatory bodies in instances of joint investigations and criminal inquiries.

Conference participants learned that underlying today's emphasis on the protection of personal information is the 2000 passage of the federal *Personal Information Protection and Electronic Documents Act* (PIPEDA), which governs how private sector organiza-



More than 100 representatives of Ontario's self-regulated professions attended the 2011 Ontario Profession Regulators' Policy Network conference.

tions collect, use and disclose personal information. The act was revised and updated in 2004.

Similarly, Ontario's *Personal Health Information Protection Act* (PHIPA) covers the use of personal information in the health sector. Although PIPEDA and PHIPA do not apply directly to organizations such as PEO, the two acts were used as models to develop the engineering regulator's privacy policy, which is published on its website ([www.peo.on.ca](http://www.peo.on.ca)).

In leading off the day's discussion, Jordan Max, PEO policy manager and conference chair, said the rise of the Internet and such social networking sites as Facebook, Twitter and LinkedIn create new concerns about the safeguarding of members'

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Jim Varro, director of policy and tribunals, Law Society of Upper Canada, provided the wrap-up and evaluation of the February 25 regulators' policy network conference in Toronto. Also pictured are Tan Crombie, policy analyst, Ontario College of Teachers (centre), and Janine MacNeil, competition and marketing law group, McMillan LLP.

private information. "Regulatory organizations today have an increasing responsibility to consider setting up new firewalls to better protect members' privacy and security, and to review how to treat information that is released to the public," Max said.

Keynote speaker was privacy authority Murray Long, a one-time consultant to Industry Canada and key contributor in the development of the PIPEDA legislation.

Long outlined some of the milestones in privacy legislation and the need for organizations to protect information gathered from members and employees. Underlying all privacy legislation are the 1980 Organisation for Economic Co-operation and Development

(OECD) guideline on data protection and the 1995 Canadian Standards Association (CSA) Model Code for the Protection of Personal Information.

The CSA code comprises 10 interrelated principles for data collection, use and disclosure, including accountability, identifying purposes for use, consent of individuals, use of information limited to what is necessary, information used and disclosed only for the purposes for which it was collected (with retention periods specified), accuracy of information, appropriate safeguards, and opportunities for individuals to access and even challenge personal information retained by an organization.

In his discussion of public registries, Toronto attorney Richard Steinecke, LLB, of Steinecke Maciura LeBlanc, said the rise of the Internet presents significant concerns for regulators. He said that although self-regulated professions are required to keep registers as part of their duty to the public, traditional paper registers were largely inaccessible. The Internet, however, has made register information more accessible.

Because such easily accessible register information is counter to social trends toward more protection of personal information, he said, regulators should consider the relevance of the information on their registers, its potential for misinterpretation, and its use (or misuse) by parties making complaints against registered members.

A bonus session at the conference—social media and the regulator's dilemma—outlined how traditional information sharing, including email, has become passé in the face of social networking sites and "viral marketing." Janine MacNeil, LLB, a partner with Toronto law firm McMillan LLP, and a specialist in consumer protection and advertising matters, said an important consideration for regulators in the social networking era is the site operators' tendency to establish terms of use conditions that don't offer optimal privacy protection for site users.

For Max, the conference offered insights into the extent of personal and professional information other regulators, especially in the health sector, collect from members. "On a mandatory basis, PEO knows much less about its members and is very conservative about what is accessible to the public in its online directories," Max says.

He says the conference also helped raise awareness of privacy issues, the collection of information for joint investigation purposes, and how organizations treat information collected from volunteers and potential volunteers.