

# TECH TALK

Fall 2006

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## NEWSLETTER SUBMISSIONS

TMGT welcomes submissions from our readers that are applicable in the context of technology management interests and which you believe will be of general interest to other readers.

We want to hear how you used technology to accomplish your business objectives, how you acquire technology, how you manage technology professionals, how you use technology to perform tasks or improve business processes, or how a specific technology implementation advanced your interests.

Please ask for more details or submit your article via e-mail attachments to Terry Suen, [tsuen@bcit.ca](mailto:tsuen@bcit.ca).

## PROFILE – SANDRA SWANSON



“Stellar” has been a descriptor used by instructors to describe Sandra’s performance within the TMGT degree program. Sandra’s journey started in September 2000 when she enrolled in the first TMGT course with her eye on finishing the entire degree within three years. In retrospect, Sandra will admit that her initial goal was ambitious but she did complete 28 courses by the end of 2003.

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## June 2006 Convocation

Achievements of our students were recognized during the June Convocation and Award ceremonies.

Brian Hosier was awarded the Program Achievement Award for Bachelor of Technology and Sandra Swanson was awarded the Dean’s Award for Bachelor of Technology.

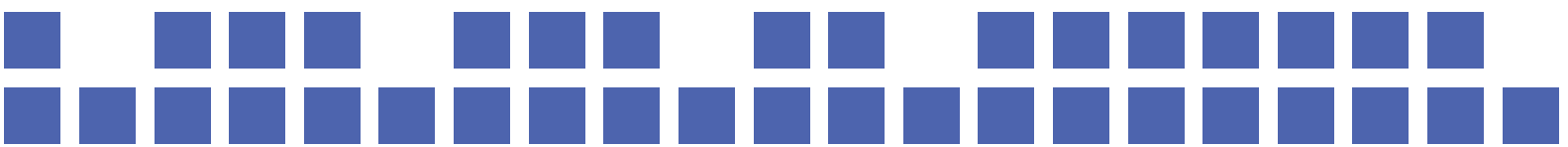
Nicely done! Congratulations to all.



Left: Brian Hosier receives the Program Achievement Award from Jim Hendry



Right: Brian Hosier and Jim Hendry at June convocation ceremony.



## WEB 2.0 – IS THIS REAL OR IS IT HYPE? | BY VIDA MORKUNAS

A triple white-hot tech topic of the moment is Web 2.0. Is this real or is this hype?

Web 2.0, according to Tim O'Reilly, is "an architecture of participation". Web 2.0 is a constellation made up of links between web applications that rival desktop applications, the blog publishing revolution and self-service advertising. The Web 2.0 architecture is based on social software where users generate content, rather than simply consume it; on open programming interfaces that let developers add to a web service or get at data.

Web 2.0 is an area where the web rather than the desktop is the dominant platform. In Web 2.0, content organization appears spontaneously thanks to the actions of the group, for example, the creation of "folksonomies" created through tagging, or through the creation of APIs (application interfaces) that allow different visualizations of the site, or of the data contained therein.

In Web 2.0 it's not the software that enables the web that matters, so much as the services that are delivered over the web. Web users and entrepreneurs are now recognizing that leadership in the computer industry has passed from traditional software companies to a new kind of internet service company. The "net" has replaced the PC as the platform that matters, just as the PC replaced the mainframe and minicomputer.

### Seven Principles of Web 2.0

1. The Web is the Platform
2. Harnessing Collective Intelligence
3. Data is the Next "Intel Inside"
4. The End of the Software Release Cycle
5. Lightweight Programming Models
6. Software Above the Level of a Single Device
7. Rich User Experiences.

### Core Competencies of Web 2.0 companies

- Services, not packaged software, with cost-effective scalability
- Control over unique, hard-to-recreate data sources that get richer as more people use them
- Trusting users as co-developers
- Harnessing collective intelligence
- Leveraging the long tail through customer self-service
- Software above the level of a single device
- Lightweight user interfaces, development models, and business models.

### There are additional resources about Web 2.0 in the following links:

[www.oreillynet.com](http://www.oreillynet.com)

<http://en.wikipedia.org>



## DAVID M. RUPERT

David Rupert, principle of dmr Human Systems, delivers organizational development

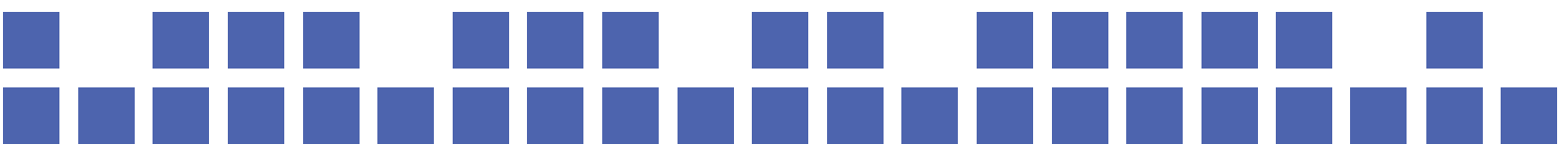
(OD) consulting, facilitation and training services to his clients.

David's management acumen is developed from the operational and staff capacities experienced in the front-line to senior leadership positions he has held. These positions provided rewarding opportunities to work and learn from the people in government (Federal), health service (Vancouver General Hospital), technology (TELUS) and, customer service (Coast Mountain Bus Co.) businesses.

These diverse experiences compliment David's sensitivity to people's differing values and cultures. These experiences also created the motivation to change on a personal, business and professional development level. Training and consulting within organizations and public workshops continues to reinforce David's belief in the power of goals and passion that people bring to the work place.

David values learning. He graduated from Operations Management (BCIT-Technical Management); participated in over 60 professional development courses; finished his B.Sc.-Management; and, completed

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## IS YOUR HDTV INTERACTIVE? | BY JIM DUNCAN

("I just want to watch soccer!") – Part One of Two

I'm a bit of a 'TV junkie' .... I'm one of those people who can always find something to watch — even when there is "nothing on". As I write this, the World Cup of Football (soccer to us 'colonials') is the big draw on television. Unfortunately, where I live, to catch a match live I have to be up and watching before 6 a.m. Say what?! If I would rather 'catch a few extra ZZZs' then maybe I could try to finally figure out how to program the VCR to record while I sleep. However today, even the relative convenience of the VCR is not really 'cool' anymore. So what is the answer to my dilemma ... HDTV?

Well ... no! It seems that not even a HDTV (High Definition TeleVision) or HDTV-ready set is enough to properly experience the spectacle that is World Cup Football. Now I really should be hooked up to some sort of Interactive or Enhanced television service ... either that, or book a flight to Germany.

For some time now companies like TiVo and DirectTV have been wooing us to interactive — or enhanced — television. "Come on over" they say, "watch TV your way!" They promise to allow us to watch what we want, when we want and how we want. Okay, 'so far so good' in regards to my dilemma, but really what is it they are selling?

In short form, "it" is a subscription service that provides the viewer more 'control' over the program, or the content, than is provided by standard cable or satellite television. Today, for the most part, the viewer gets to decide more about the 'when' than the 'what' of content. To achieve this, some sort of Digital Video Recording (DVR) device is involved. Programs are recorded on a hard disk-based digital recorder and then can be paused, fast-forwarded, reversed ... whenever you want. (This sounds suspiciously like my old VCR technology.)

Current Interactive or Enhanced TV services are relatively rudimentary and built on the use of some fairly sophisticated technology wrapped up and packaged in a STB (Set Top Box). But wait ... to really enjoy interactive TV, it can't be just any old STB ... it should be a digital STB. "Why" you ask? Because, only digital signals can effectively deliver all the functions and features that Interactive TV has to offer.

So, accepting that a digital STB might be the way to go, a viewer could still be concerned that he/she might end up re-living the 'bad old days' when there were two primary incompatible VCR formats — Betamax and VHS (Vertical Helical Scan). People 'swore by' one or the other; but in the end the market decided that VHS was the way to go (even if some considered it technologically inferior to Beta) and Beta was dispatched to the 'also ran' column. No one wants to end up owning a 'Beta-equivalent' STB.

Well this time it is "Standards to the Rescue"! Sun's 'JavaTV' — a collection

*Continued on page 6*

## TMGT FALL COURSES

### Lower Mainland classes

TMGT 7104	Sept. 14
TMGT 7111	Sept. 16
TMGT 7122	Sept. 11
TMGT 7124	Oct. 26
TMGT 7141	Oct. 26
TMGT 7144	Sept. 12
TMGT 7154	Sept. 12
TMGT 8102	Sept. 13

### Okanagan classes

TMGT 7101	Oct. 2
TMGT 7103	Sept. 9
TMGT 7134	Dec. 2
TMGT 7154	Oct. 3

See [www.tmgt.bcit.ca](http://www.tmgt.bcit.ca) for details.

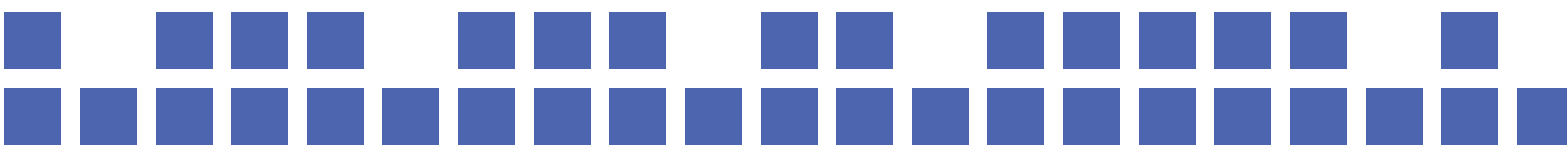


## REALITY CHECK

Your concerns and issues are important to us.

In future, we will be publishing comments, suggestions or Q&A in this new section of our newsletter to share with you and to get feedback on matters that are of concern to you.

In your submission try to address a topic, concern or issue that will be of interest to, or shared by, others enrolled in the program. Please forward your item to us at [tsuen@bcit.ca](mailto:tsuen@bcit.ca).





Chris Morris looking forward to full time retirement

## RETIREMENT AT LAST

Finally ready to enjoy retirement on a “not-for-part-time-basis” is Chris Morris, who has shared his years of experience and industry know-how with the TMGT community for the past 6 years.

Chris developed his expertise in the aerospace, telecommunications and transportation automation industries working with widely recognized organizations such as Raytheon Systems Canada, Macdonald Dettwiler, Bell Northern Research, Standard Telephones and Cables, and Elliott-Automation Systems UK.

Since 1963, Chris has been active in the development of high technology computer-based systems as a Software Developer, Project Engineer, Engineering Manager, System Safety and Quality Engineer and has held Senior Management positions in Systems Engineering, Human Resources Management

and Quality Assurance. In 2003 Chris made the decision to retire from his full time occupation in industry but continued to bring his valuable and practical skills to the Bachelor of Technology degree in Technology Management on a contract basis.

Beginning this Fall, Chris will tackle retirement on a full time basis and will devote more of his time to his hobbies, such as canoeing, photography, travelling, and wood-working, and interests that are close to Chris’s heart, particularly his grand children and volunteer work for not-for-profit charitable organizations.

On behalf of the TMGT community, we thank Chris for sharing his knowledge and insights with us and wish him a fulfilling retirement! All the best, Chris!

## WHAT IS A POLYTECHNIC?

BCIT is branded as ‘a Polytechnic Institution’. Since this expression often raises quizzical eyebrows it may be useful to provide a perspective on this. Firstly, a polytechnic is not a university or college. It is a polytechnic, a class of institution that is characterized by features and functions such as:

1. it provides career-oriented applied training aimed at meeting long-term industrial, social and economic development needs
2. it engages in direct interaction with industry (e.g., via tailored industry services training such

as that provided by the Technology Management program)

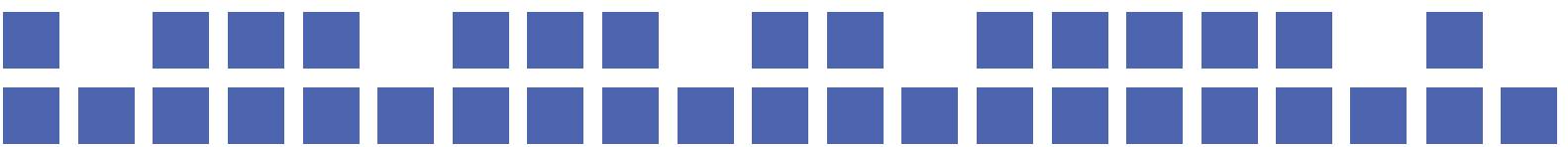
3. it provides a ‘ladder’ of accreditations that begin with trades certificates, rising through two-year diplomas, four-year undergraduate degrees and ultimately post-graduate degrees at the Masters level
4. it pursues an active commitment to conducting applied research with a goal of increasing economic activity. This is often pursued in the context of multi-disciplinary collaborative industry-relevant research
5. it provides and meets a broad diversity of industrial, social and economic interests that can include manufacturing, computer systems, construction, health care, transportation, engineering, marketing, environmental systems and many others.

Terminology typically associates with a polytechnic includes terms such as applied, practical, technical and training.

BCIT fits this description of a polytechnic as our mandate is firmly anchored to:

- Prepare dynamic, highly skilled members of the workforce by delivering full- and part-time courses of study including:
  - o certificate, diploma and degree studies in technologies and trades.
  - o contracted industry training and upgrading courses.

*Continued on page 6*



Sandra Swanson *Continued from page 1*

Biomedical Engineering Technology is the foundation to Sandra's training (BCIT 1993 to 1995) which has served her well in the 5 years immediately after graduation as a Biomedical Engineering Technologist with St. Paul's Hospital. In order to grow, Sandra need to decide which direction she wished to head within her field; perfusion, engineering or management. All options required further education beyond her diploma. Sandra was also very concerned that the choice she made would allow her to grow into an area where her career growth is tied to achievement rewards and performance satisfaction versus fixed increases gained through collective bargaining. One of the primary determinants for Sandra in selecting TMGT degree program was the notion the training and credential would open doors and expand on what Sandra was doing with minimal investment. To this end, Sandra's hard work has paid off in that she has continued to work for Providence Healthcare as a Clinical Engineer working on larger scale projects, installations, purchases and internal planning as her department workload has increased over the years. International career choices have opened up as well with the option of leaving for private industry and allowing for greater opportunities, experiences and growth.

"BCIT's Technology Management degree program made sense to me. My boss, a professional engineer, believed that I could complete

BCIT's degree and acquire the skill set that would allow me to do what he does, coached me to rise to a leadership position and open the doors to many of the opportunities that build on my strengths. BCIT's degree program has challenged me to think "out of the box." - Sandra Swanson

This past December Sandra's graduation project report was officially submitted for grading. Her graduation project plan (TMGT 8101) was the first one to receive a 100% mark, a testament to Sandra's hard work and determination.

Sandra admits that the new management challenges are different from those of tech work – she still misses the instant gratification when she could repair a piece of equipment to prevent a procedure from cancellation or to save the procedure itself. Sandra has no regrets in making the time and sacrifices needed to complete her TMGT degree and looks forward to excelling in her new challenges such as developing vision and leading.

In June 2006 Sandra was awarded the Dean's Award for Bachelor of Technology. Congratulations Sandra on a job well done!

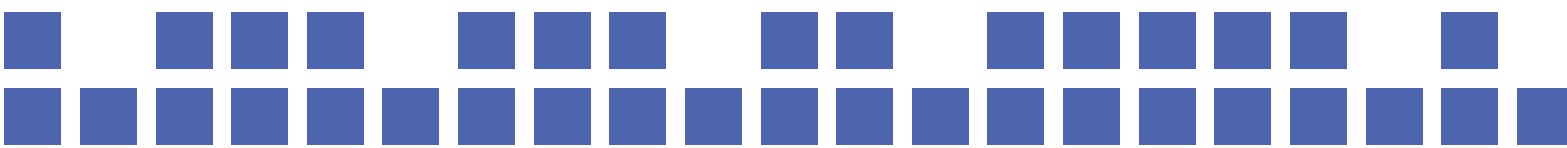


## TECHNOLOGY MANAGEMENT AT IAMOT

June 2006

The International Association for Management of Technology (IAMOT) held its annual conference this June in Beijing. TMGT participated once again, principally to address the collective initiative to develop a generally accepted Body of Knowledge (BOK) that constitutes the requirements for an internationally recognised credential in Technology Management. Further progress was made on this and it is gratifying to note that BCIT's TMGT degree program maps very closely to the content 'set' that delegates are moving toward.

In addition to IAMOT there was an opportunity to visit Haidan Science Park affiliated with Tsinghua (shing-wa) University wherein is located the National Software Industry Base which is a nearly fully completed 'software city' that will house 30K+ when full. This will be the internationally recognised center of the Chinese software development industry, and is already well populated with familiar corporate names from around the world. Finally the trip closed with a visit to the 9th Annual Beijing Technology exposition, a massive affair in 10 two-story buildings up to a half kilometre long. Again familiar names from around the world were showing off their latest technologies, everything from advanced sensors to digital cameras and the emerging generation of 100"+ plasma display screens.



**Interactive TV** *Continued from page 3*

of APIs (Application Programming Interface) is emerging as a standard in the world of interactive TV digital devices. It is promising to help developers deliver device-independent features for STBs and essential television-centric functions. Some of these functions include: audio/video streaming, conditional access, access to “in-band” and “out of band” data channels, access to server info, tuner control for channel changing and on-screen graphics control.

The use of JavaTV can help deliver an interactive TV experience in which the content is altered depending on the ‘identity’ of the viewer. For example ... local content can be provided in a national advertising spot. By tracking the area or postal code of the viewer, content tailored to viewers in that specific area can be slipstreamed into the broadcast. It might be as simple as providing a local contact number for the company/product being advertised; or, it might be more sophisticated ... allowing the viewer to input a response for the chance to receive a special discount — valid only in that area.

In the case of a sport program, the stats for any player in a particular game could potentially be called up and displayed on the screen while the action continues. Now that could be fun. I’m not sure all those ex-athletes currently pulling down big bucks as ‘colour commentators’ will be thrilled ... but hey!

Okay ... sign me up ... get me a digital STB, Interactive TV and get me the World Cup!

In part two of this series, I will take a closer look at the technology behind Interactive TV ... what it can currently do and what it probably won’t do any time soon.

**Polytechnic** *Continued from page 4*

- Conduct technology transfer activities by providing opportunities for innovation, industrial assistance and contracted applied research.
- Be a province-wide, innovative organization specializing in advanced technology training and focusing on those initiatives that increase the level of economic activity, entrepreneurial activity and employment for the province.

**It is BCIT’s vision to be Canada’s premier polytechnic institution.**



**SFU – MOT**

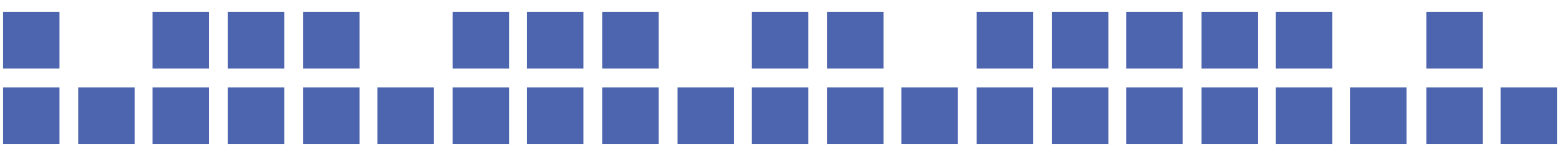
Changes have been happening at SFU’s Faculty of Business. SFU has changed their admission requirements and program structure of their MOT MBA effective September 2006.

SFU no longer requires students to take preparatory courses. The previously required prerequisite courses are now rolled into the first year. The new curriculum for SFU’s MOT MBA has been expanded to include six new courses to enable students — without an applicable degree — to enter the program without taking these courses. This provides direct entry to anyone who has a bachelor degree and meets the minimum entrance criteria.

Because of the program changes within SFU’s MOT MBA program, the advance standing arrangement between the MOT MBA and TMGT programs no longer applies. TMGT graduates can proceed directly to the MOT without taking the extra ECON courses and have the option to complete the MOT in one year full time or two years part time.

Another change is the availability of new evening courses providing greater flexibility to part time students wishing to work while completing the MOT MBA.

Although no longer a “preferred” status, TMGT graduates are making valuable SFU-acknowledged contributions to the MOT MBA classes and are encouraged to continue their education and view the MOT MBA as a valid option after completing their TMGT degree.





# MIRTH

Technology is like fish. The longer it stays on the shelf, the less desirable it becomes.

~ Andrew Heller, IBM

Technology is dominated by two types of people: those who understand what they do not manage, and those who manage what they do not understand.

~ Anonymous

Those parts of the system that you can hit with a hammer are called hardware; those program instructions that you can only curse at are called software.

~ Anonymous

If you want food that melts in your mouth, eat it right out of the freezer.

~ Paul Harlan Collins

One machine can do the work of fifty ordinary men. No machine can do the work of one extraordinary man.

~ Elbert Hubbard

There are two major products that came out of Berkeley: LSD and UNIX. We don't believe this to be a coincidence.

~ Jeremy S. Anderson



Vida J. Morkunas

## VIDA J. MORKUNAS

Vida J. Morkunas, President of VMA, is a professional marketer with over eighteen years of technology and marketing experience working with companies such as Unisys, IBM, MacDonald Dettwiler, FutureShop.ca and Lignum. She is focused on management of innovation and the promotion and launch of new technologies. VMA develops marketing and launch strategies for new products in several sectors: new media, manufacturing, consumer goods, loyalty programs, entertainment, health and sports.

Vida grew up in Montreal and obtained a baccalaureate in music (piano)

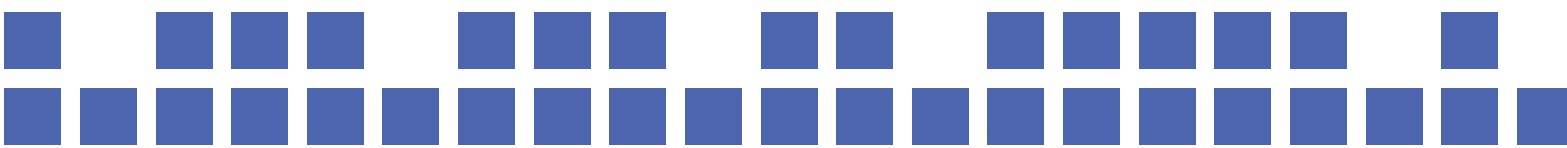
before earning a Bachelor of Arts degree in Economics, graduate studies in Computer Science at McGill University, and an MBA from Simon Fraser University. She sits on the Board of Directors of the Women's Enterprise Centre ([www.womensenterprise.ca](http://www.womensenterprise.ca)), an initiative of the Western Economic Diversification Canada. WEC offers mentorship and financial assistance to women entrepreneurs who live and do business in BC.

In her spare time, Vida is an enthusiastic runner, kayaker and hiker who documents her adventures using high-end digital cameras. Her photography was recently featured on the French and English channels of the CBC, and her images are licensed to publications and to the Washington State Tourism web site and other travel sites. Vida exhibits her work in Vancouver galleries. Vida has travelled to twenty-five countries on business and pleasure, and speaks five languages.

David M. Rupert *Continued from page 2*

his Masters of Human Resource Development (University Associates Graduate School, San Diego), which involved a two-year internship process.

When not giving his sage advice to aspiring managers or perfecting his own reflexes as a goalie, Dave channels his energy to projects such as restoring a '67 Morris Minor 1000 and providing leadership with Scouting for the past 9 years. One of Dave's higher goals is to donate 100+ litres of blood to his fellow citizens, to date Dave's more than half way with 60 litres! Talk about giving it your all!



### PAC (PROGRAM ADVISORY COMMITTEE)

We are pleased to announce the following members to our PAC:

- Hal Booker, Director HR, Top Producer Systems
- David Todd, President, Isentient Technologies
- Doug King, Director Biomedical Engineering, Providence Health Care
- Goodwin Young, VP Operations, Inception Software Technology
- Rob Sheridan, Sr. Account Mgr, Long View Systems
- Ken Merkley, Education Consultant, Ken Merkley Associates Inc.
- Paul Barran, Industrial Tech Advisor, National Research Council
- Rob Cruickshank, President, BCTIA
- Ken Goosen, President, Aero Strategies Ltd
- Julia Rylands, Director Pacific Region, National Research Council
- John Swift, Principal Consultant, Apparent Networks
- Kavinder Dhillon, President & CEO, LabTest Certification Inc.
- Richard Smith, Associate Director, SFU
- Gordon Rein, Sauder School of Business, UBC

The inaugural meeting of the group was held June 16th and everyone is posed to contribute to the continued success of the TMGT degree program. We have assembled a "blue ribbon" PAC team whose guidance and direction will keep our degree program relevant and on-track with the needs of industry.

**For more details about TMGT PAC please go to our website, [tmgt.bcit.ca](http://tmgt.bcit.ca)**

### IT4BC 2006

The University of Northern British Columbia (UNBC) hosted this year's conference held at the Empire Landmark Hotel in Vancouver. IT4BC conference brings together colleagues from most of the post-secondary institutions across the province to share ideas, experiences and lessons learned.

BCIT was fortunate to be the host organization for the 2005 conference which involved 29 sponsors and 250 attendees from 25 educational institutions. TMGT were participant sponsors in both the 2005 and 2006 conferences.



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### SUMMER OASIS

The TMGT crew made the most of our temporary summer cottage while renovations were underway in the School of Transportation Dean's Administrative office areas.

At press time, this motley crew were still on schedule to enjoy another round of packing and relocating by September. Will the fun never end?

