

# Update

a newsletter for the BCIT Community



BRITISH COLUMBIA  
INSTITUTE OF TECHNOLOGY  
A POLYTECHNIC INSTITUTION

The mission of BCIT is to build pathways for career success in the global marketplace through teaching excellence and applied education and research.

BCIT Update Special Edition

Business

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## BCITMA celebrates success in American Marketing Association competition

THE BCIT MARKETING ASSOCIATION will be among the top eight finalists in the American Marketing Association (AMA) Collegiate Case Competition. BCIT's team will be the only Canadian entry to compete against 300 American schools at the annual competition, scheduled to take place in New Orleans, Louisiana this April. This international event is but one component of the AMA Collegiate Conference that brings together

over 1,000 of the best and brightest marketing students and their faculty advisors for three days of career and leadership training, networking and competition.

The BCITMA has a long and successful history at the AMA Collegiate Conference. In 2003, BCIT's students won the top regional chapter award. In 2002, the BCITMA received the top regional chapter award and also saw a member take first place in the sales competition. This year's BCITMA representatives hope to enjoy the same level of success.

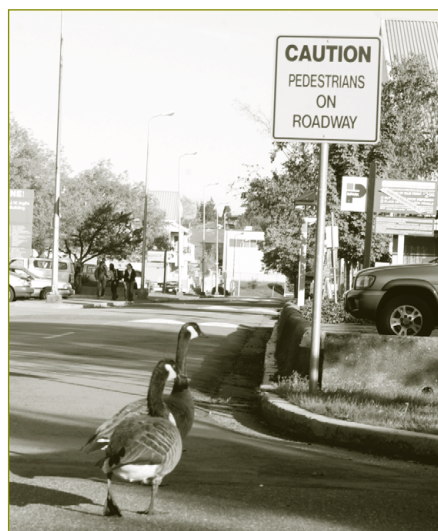
The 2005 case team is led by Vice President of Integrated Marketing Yu-Hao Lee and includes executive board members Richelle Gonzales,

BCITMA team members prepare to compete in the AMA Case Competition. Back Row (l-r): Yu-Hao (Kenneth) Lee, Heather Hendry, James Schwingenschloegl, Alyssa Shore, Morgan Cartier. Front row (l-r): Lyanne Chang, Richelle Gonzales, Stephanie Johnson, Johnathan Pickersgill. Missing from photo: Monika Zolkowski, Stephanie Shiu, Elsa Man.

Johnathan Pickersgill and Morgan Cartier. Among the members that contributed were Alyssa Shore, Heather Hendry, Lyanne Chang, James Schwingenschloegl, Monika Zolkowski, Stephanie Shiu, Stephanie Johnson and Elsa Man. Four members of the team will make a presentation to the panel of judges at the AMA Collegiate Conference.

"This is a great accomplishment by the case competition team," said BCITMA president Larissa Beardmore. "Because of their efforts, this will be the first year that our association will be eligible to compete for Top Overall Chapter at the Collegiate Conference."

For more information on the BCIT Marketing Association please visit the website at [www.bcitma.com](http://www.bcitma.com).



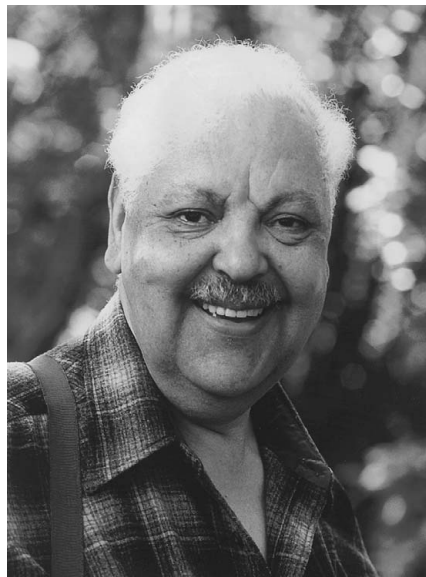
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# In Memoriam

## Norman Eugene Alexander

JUNE 15, 1932 – DECEMBER 17, 2004



Norm Alexander.

NORM ALEXANDER WAS AN instructor in the Natural Resources Department from 1967-1993. He was a strong supporter of the BCIT Staff Society and served on its executive. While at BCIT he earned a Masters Degree from Simon Fraser University in Forest Pest Management. At BCIT Convocation in 2001, he was presented with the institute's Distinguished Service Award. Always an ardent outdoors person, he had his own forestry consulting firm and was well known throughout BC for his teaching and community activities. Norm was a member of the BCIT Retirees' Association since its inauguration. A memorial was held in Norm's honour in Chilliwack on January 2, 2005 and in Victoria on January 9, 2005.

*Ted Howard*  
Director, BCIT Retirees' Association

Norm Alexander, longtime member of the Renewable Resources Department, passed away on December 17, 2004. Norm started his career working as a west coast logger, then as a ranger for the Federal Insect and Disease Survey group based in Victoria. His extensive provincewide exposure to forest health issues served him well in the job that was to occupy the majority of his working career – forestry education.

Norm had a lifelong affinity for, and appreciation of, the great outdoors. This interest found expression in his contributions to the scouting movement on Vancouver Island, for

which he served as District Commissioner, and his keen pursuit of outdoor photography. His generosity with the considerable slide collection he amassed benefited hundreds of individuals.

Hired on as an instructor in the Renewable Resources Department at the newly opened BCIT, Norm provided a unique combination of wit, humour (often by way of the bountiful supply of his own cartoons), a dedication to social justice, and a wealth of forestry experience to the benefit of nearly 30 consecutive years of Forestry Diploma students. His own cultural heritage provided the foundation that allowed him to relate to, and provide empathy with, the cross-section of students that came through his classroom, especially those of a visible minority. As one who was quick to embrace new technology, Norm became the first person in the department to purchase a PC, and shortly after, the first instructor in the department to take on the delivery of the new computer course. As an executive member in the formative years of the BCIT Staff Society in the 1970s, Norm was one of the core group of people who pushed for, and got, a *BCIT Act* – meaning the Institute could finally be administered by its own Board of Governors. The Staff Society was then certified as a labour union in 1974 and obtained formal collective bargaining rights under the *Labour Code*. The fight for the right to bargain collectively, and to gain an autonomous Board for BCIT was a long and arduous one, but one that was never backed away from by a small, dedicated group of people – and Norm Alexander was a driving force in that group.

Norm took up trials bike-riding later in life than most in the sport, with the purchase of a brand new (state-of-the-art, at that time) Montesa. He became seriously involved in the sport helping the local club promote and run competitions. Officially, his justification was that the motorcycle was a valuable transportation tool for his consulting work, but those of us who knew him well appreciated it was yet another case of Norm embracing the latest that technology had to offer.

*Peter Yanciw,*  
Program Head, Forestry Department

## Careers Fair 2005

STUDENT EMPLOYMENT SERVICES is pleased to announce we will be hosting our fifth annual institute-wide Careers Fair on Monday, March 21, 2005. The event will run from 10:00 a.m. to 4:00 p.m. in the Great Hall and Town Square A and B.

Careers Fair 2005 is a chance for organizations to recruit future employees from among the top technical students in the country. Students and graduates from all disciplines are invited to attend Careers Fair hoping to find permanent, part-time, co-op and summer employment.

A sample of companies that have registered to date are BC Hydro, Kelron Logistics, Linen 'N Things, Schlumberger and Certified General Accountants to name just a few! To get the complete list of companies attending please go to our website at [www.bcit.ca/ses](http://www.bcit.ca/ses).

There will be a Careers Fair 2005 Student Handbook produced which will include helpful hints for students on resume writing, interview skills and how to prepare for and benefit from the Careers Fair. Workshops are offered in advance of the event as well.

It will be an exciting day for BCIT students, alumni and organizations that participate in Careers Fair 2005. Please encourage your students to come out and talk to the employers. Faculty and staff are also encouraged to meet with employers. See you at the Fair!

## Staff Changes

### New to BCIT

Kamal Tatlay, assistant instructor,  
*Mechanical Engineering Technology*  
Shiro Ogawa, faculty, *Electrical and Computer Engineering Technology*  
Robert Nicholson, faculty, *Electrical and Computer Engineering Technology*  
Tobias Jesso, assistant instructor,  
*Computer Systems Technology*  
Art Bailey, faculty, *Computer Systems Technology*  
Vishakja Monga, faculty, *Chemistry*  
Rapti Dietrich, faculty, *Communication*  
Shahnaz Rauf, assistant,  
*Dean's Office Construction*  
John Schaub, research analyst, *Green Roof*  
Jennifer Figner, faculty, *Business*

## Save the Date!

February	March
<p><b>8-16</b> Special Information Sessions February 8-16 Cancelled until further notice. Please go to <a href="http://www.bcit.ca/infosessions">www.bcit.ca/infosessions</a> for further information. Contact: Denise Gorgosilich at <a href="mailto:Denise_Gorgosilich@bcit.ca">Denise_Gorgosilich@bcit.ca</a> or Tammy Yackimec at <a href="mailto:Tammy_Yackimec@bcit.ca">Tammy_Yackimec@bcit.ca</a></p>	<p><b>17</b> Winter Graduating Awards Ceremony Winter Convocation February 17 Postponed until June, 2005 Contact: Michelle Traynor at <a href="mailto:Michelle_Traynor@bcit.ca">Michelle_Traynor@bcit.ca</a></p>
<p><b>23</b> All Staff PD Day February 23 Cancelled until further notice Contact: Brian Thom at <a href="mailto:Brian_Thom@bcit.ca">Brian_Thom@bcit.ca</a></p>	<p><b>8-9</b> Prince George Information Session March 8 and 9 Contact: Janeen Alliston at <a href="mailto:Janeen_Alliston@bcit.ca">Janeen_Alliston@bcit.ca</a></p>
	<p><b>21</b> Careers Fair March 21, 10:00 a.m. – 4:00 p.m. Great Hall and surrounding area Contact: Susan Ames, <a href="mailto:Susan_Ames@bcit.ca">Susan_Ames@bcit.ca</a></p>

# Message from the Dean

THIS PAST YEAR EXTENDED many of the initiatives undertaken in 2003 and threw in some new ones for good measure. From FilmFLEX to Fastrack to the feats of our students in competition, we have had an exciting and successful year. You will read the details of many of this year's highlights elsewhere on these pages; however, for the forgetful few, new programs and initiatives do not materialize spontaneously. They result from much work and a solid, respected foundation. The day-to-day work of faculty and staff, supporting and promoting our mainline programs, provides the productive atmosphere for all our new projects.

Among this year's accomplishments is the adoption of a strategic plan by the School of Business. The plan was developed with the Institute's Strategic Plan and Vision Statement in mind and currently we are in the process of implementing it across all departments. In broad terms, the plan focuses on the need to have our programs achieve a high level of recognition and relevance among employers and potential students; further, it accents the need to provide programs with the resources deemed necessary to succeed. The plan sets out a series of specific targets that we intend to achieve over the next five years.

The school has increased the level of its international activities. We have had discussions with animation production houses in India with a view to mounting certificate programs in that country. The Venture Centre is working actively with several Philippine institutions and is currently engaged in the planning and budgeting process

which will see us provide entrepreneurial skills training in that country. Senior administrators from several Chinese post-secondary institutions have expressed an interest in business programs in general and the television program specifically. We expect to sign agreements which will establish training relationships with them over the coming year. Finally, we are in the midst of discussions with BCIT International which will result in the educational administration of their business programs being transferred to the School of Business.

As you will read elsewhere on these pages, we have developed a relationship with the Liquor Distribution Branch. While we have provided industry training to a long list of corporate clients for years, the attribute which distinguishes this relationship is the breadth of courses underway. We presented the LDB with the opportunity to choose from the full gamut of our business courses and organized their choices as a package. Steve Turnbull led the charge with the PTS co-ordinators providing him the support necessary to secure the business. When it is clear that this pilot is successful, we intend to pursue similar relationships with other corporate clients.

Our new BBA continues to attract high-calibre students interested in furthering their education. Both the Business Administration and Marketing faculties are studying options which will enhance the program and provide alternatives for business diploma graduates. The continuous and robust debate as to what the degree should



Dick Dolan, Dean, School of Business.

look like "speaks volumes" about the concern and interest of all faculty.

Iris Waterston and Jim Hughes reached retirement age this past year. As you may be aware, the institute has abandoned the requirement that employees retire in the year they turn 65. This will allow us to continue the employment of outstanding faculty and staff who have an interest in carrying on. Jim did; Iris didn't.

*Thank you.*

*Dick Dolan, Dean, School of Business*

## School of Business develops innovative program model for industry training

IN SEPTEMBER OF 2004 the School of Business launched a comprehensive education model for industry training. After a year of discussion and development, BCIT has established an innovative partnership agreement with the BC Liquor Distribution Branch. Under this new model, LDB employees receive hands-on training delivered on-site to all levels of the Liquor Distribution Branch's operations. With the completion of each course, the LDB employees receive credit towards the numerous certificate programs offered by the SOB in marketing, management and operations management. This holistic approach of offering a range of certificates provides employees with comprehensive training options, a focused learning of appropriate skills and a solid foundation for their career futures.

Dick Dolan, Dean of the School of Business, described the new model as "efficient, effective and growth oriented. It represents an investment in the company and an investment in the individual." Although the partnership has only been implemented for several months, the new model has proven to be so successful that BCIT plans to develop similar arrangements with other companies.

According to Dick, "this 'one stop shopping' for organizational training needs offers all that business looks for in terms of productivity and competitiveness in today's business environment. No other institution in Western Canada has this new model. It's different, the first of its kind."

## Don't do business without it

THE GLOBAL MARKET INFORMATION Database (GMID), a Euromonitor database, one of many available through the BCIT Library's website, offers an amazing collection of business-oriented statistics, analyses and forecasts for countries, companies, markets and consumers. Among the database's features are company profiles that rank key performance indicators such as market share, that identify the brands available in the different markets.

Ellie Sykes of the Marketing Management Department described the database as "an unbelievable resource for not just the marketing students but also the trade and transportation students...it would save the students so much time and make for a much more detailed and interesting market analysis." With all of the information this database provides, there is no doubt that Euromonitor will prove to be an invaluable tool for BCIT business students.

## Building on strengths

LAST YEAR A GROUP of students in the School of Business had an opportunity to participate in an exciting pilot program. The project represented an innovative partnership between the Venture Development Centre for the School of Business (overseen by Director Peter Thompson) and the UBC Learning Exchange Pilot Project (organized by Director Margo Slater, and Shelley Karrel, former Manager of Educational Programs). The UBC Learning Exchange is located in the downtown eastside. This initiative was funded through the Western Diversification Fund with the goal of developing the viability of emerging and existing businesses in inner city areas of Vancouver.

The pilot project presented students with many challenges. Jammie Lai, Marie Ma, Shaney Samujh and Louis Wei were asked by the Strathcona Business Improvement Agency (SBIA) to conduct a door-to-door marketing survey in the neighbourhood. This was not something they felt comfortable doing; safety was a key concern and they didn't feel they knew enough to put the survey together. With the guidance of their leader, Department of Business Administration instructor

Bonnie Milne, the group made a careful assessment of the skills they could offer to the SBIA. Within a very short time, they came up with three alternate projects they could do that would truly represent their capabilities and contribute to the SBIA. Their client quickly realized she had underestimated their abilities and put the students to work on the organization's website.

The project was a huge success: the group met with a number of businesses in the East End and the SBIA used their project report to apply for funding to upgrade the organization's website. The funding was granted and the graduates were offered employment implementing the project. Unfortunately, none of students from the group were available to work on the upgrade.

BCIT is still benefiting from the pilot project. Shaney Samujh, one of the team members, works at the downtown campus as an auxiliary, filling the role of Internal Scheduler. Shaney loves the diversity her job offers and especially enjoys working with the instructors and the students. Students and BCIT both benefit from the enormous possibilities offered by innovative collaborations and pilot projects.



Shaney Samujh is a former student who now works as an auxiliary at the downtown campus.

## Software grant enhances School of Business applied research capabilities

THE SCHOOL OF BUSINESS was pleased to receive a \$329,000 grant of software from WebSurveyor, a US-based company whose product is used by companies like CNN, FedEx, IBM and several major US universities. The software provides an easy-to-use tool for conducting web-based surveys and was successfully piloted in the marketing research courses last fall. It is being used in some directed studies projects this term.

Rob Duncan, who negotiated the donation, said, "The most exciting thing about this survey tool is that it will help the School of Business build its abilities in applied research by providing people with a powerful, easy-to-use tool to do primary research gathering."

BCIT joins Cornell University, Michigan State, the University of Southern California and the University of Manchester who are also taking part in the WebSurveyor grant program.

## BEST graduate's manufacturing business exceeds seven-figure sales mark

MARCEL NEWELL ENTERED the BCIT Entrepreneurial Skills Training (BEST) Program armed with a vision: to develop an innovative manufacturing company and fulfil his long-standing dream of self-employment. Now, after only two years in business, Marcel's company Avidworx is the most profitable venture ever founded by a BEST graduate. This year marks his first to exceed a million dollars in sales — and business is growing rapidly.

Avidworx (Audio Visual Interior Design Worx), is a design and implementation firm specializing in interactive display fixtures for the consumer electronics retail industry. The Richmond-based company manufactures unique display products that house electronic equipment on the shop floor of retail stores.

Marcel entered the BEST Program in the Fall of 2002 and spent the next 12 weeks receiving entrepreneurial skills training and developing a business plan. Since then he's been busy growing the venture from a small startup to a major contender in the electronics display fixture industry. Most of his clients are based in the U.S., and local clients include Visions Electronics and the River Rock Casino.

Last October, to celebrate his success, Marcel was presented with an Inspiration 2004 Entrepreneur of the Year award as the



Marcel Newell, CEO of Avidworx.

BEST Program Overall Winner. More recently, he and the Avidworx team participated at the 2005 International Consumer Electronics Show in Las Vegas, resulting in significant new business in the northeastern U.S.

"BCIT's BEST Program helped me with a dream — to start my own business. The hands-on support and expertise from the instructors provided me with the foundation to succeed," said Marcel. "The BEST Program is the one and only place to acquire the solid business knowledge and information that will help you open the doors to a successful business."

For more information about the BEST program or other VDC programs, please call Jennifer Egan at 604-451-6989 or visit [www.bcit.ca/venture](http://www.bcit.ca/venture).

# Broadcast Journalism graduate brings music and hope to Afghanistan



Jaime Little and Leslie Knott in Afghanistan.

ONE OF BCIT'S BROADCAST Journalism graduates, Leslie Knott, recently joined a Canadian non-profit organization called IMPACS, or Institute for Media, Policy and Civil Society.

Leslie's new job took her to Afghanistan where she reported on local elections. An accomplished photojournalist, Leslie often sends photos of the people she meets and the places she visits back to BCIT. The following report was sent by Leslie soon after her arrival in the Afghan village of Maimana:

"I am working on this radio station that IMPACS is building from scratch. It is a huge task,

especially for me, who just recently graduated from broadcasting school at BCIT. I must admit I was feeling a bit overwhelmed with the prospect of it and I am just taking it day by day. There is so much to do. We are doing massive renovations on a building that was being held together by tattered straw and mud plaster. It is an exciting project to be involved in. And I feel the anticipation of creating something from nothing. Seven women are working with me... So far we're on the air for three hours a day... and that is just the women playing around with Cool Edit, playing music and recording their voices. Today we started planning our programs. This Sunday we will launch two

one-hour programs: Matters of Women for one hour and Youth Voice for the other hour. I spent the afternoon breaking down the segments that should be a part of each show... intro, music, interviews, poetry reading and community announcements.

Radio is huge in Maimana. With an 80 per cent illiteracy rate, radio is the medium of choice for entertainment. Small handheld radios are everywhere, but right now there is only one state-run station to listen to and they only broadcast for two hours a day – so Radio Quyaash really is the buzz of the town."

## International students accepted into the Financial Management Program

OVER 30 INTERNATIONAL students were accepted into first and second year Financial Management in September 2004 and January 2005. Many students are on education visas and call mainland China home. Financial Management accepted most of the second year international students on an overload basis as all classes were full. Positive changes were made to the delivery of some courses by reducing the sizes of the lectures and eliminating double set labs. This was made possible by redirecting some of the increased fees that international students pay for their BCIT education directly into the classroom. Definitely, this is a win-win situation for both domestic and international students.

## ACE-BCIT welcomes Michael Lee-Chin

ACE-BCIT IS PROUD TO host Mr. Michael Lee-Chin, February 16, 2005. Founder of AIC Limited, Michael has developed ACE from a net worth of \$1 million in 1987 to over \$12 billion today. Michael currently holds positions of Chairman and Chief Executive Officer for the firm. His successes are attributed to his business philosophy as well as his exceptional work ethic. In 2002, Michael earned the Harry Jerome Award for a decade of achievement. Michael has been profiled in *Forbes*, *Fortune*, *Canadian Business*, *Black Enterprise* and *National Post* magazine. The July 5, 2004 issue of *TIME* magazine named Michael Lee-Chin one of "Canada's Heroes" –

representing one of "the country's most intriguing and inspiring citizens." Michael is truly an asset to our society and ACE-BCIT is honoured to host such an influential leader.

ACE-BCIT invites you to join Michael for a seminar and reception at SW5 on February 16, 2005 at 3:00 p.m. (doors open at 2:45 p.m.)

Tickets are \$5 and available at [ticketsmlc@hotmail.com](mailto:ticketsmlc@hotmail.com), from ACE Venture Partners and in the Great Hall. Limited numbers of tickets are sold. This is an invitation-only event open to ACE Venture Partners, Business Advisory Board and ticket holding faculty.

## Design Essentials program leads to success

THE DESIGN ESSENTIALS program represents an innovative partnership between BCIT and the Emily Carr Institute of Art and Design. The program, which offers students a foundation in design and desktop publishing, has already met with great success. Recent student Sue Vu found employment only a few weeks after her graduation. Sue described her BCIT instructors as "experienced, passionate and knowledgeable" and she is happy with the opportunities she gained from BCIT. "I am currently a junior designer at Karacters Design Group," she said. "I would never have imagined a year ago that I would be here. I've never been happier."

## Celebrated restaurateur finds success with BEST Program

STARTING A RESTAURANT in Vancouver is a formidable challenge. The failure rate for new restaurants is very high and it takes someone with great business savvy to succeed in such a demanding industry. Chindi Varadarajulu is just such a person. Chindi's new restaurant, Chutney Villa, is a South Indian restaurant located at the hottest corner in town, Main and Broadway. In the 10 months since Chindi opened the eatery, Chutney Village has become one of the most popular restaurants in the neighbourhood.

Part of the secret of Chindi's success is the unique combination of flavours that she brings

to her menu. Although Chindi was born in Singapore, her family came from Andhra Pradesh in southern India. This rich heritage has allowed Chindi to create meals that are a distinctive fusion of several culinary traditions.

Chindi credits the BCIT BEST Program for much of her success. Chindi joined the BEST Program in August 2002. Only one year later, she had a detailed business plan in hand and had started scouting for restaurant locations.

"The BEST Program organized my thoughts and helped me shape my ideas," says Chindi. "My teachers were excellent and so were

my advisers. We learned how to research the business idea and make it work."

Chindi has experienced an impressive level of success over a very short period of time. In the Fall of 2004, she was nominated for the Inspiration 2004 Entrepreneur of the Year Awards.

"I followed my business plan to the letter," said Chindi, "and I would absolutely recommend the BEST Program to others who want to start their own business."

## Workplace-oriented management degree



Anita Kwong, Regional Technical Specialist in Microbiology for Vancouver Coast Health.

THE BACHELOR OF TECHNOLOGY in Management degree is a unique program within the School of Business. Anita Kwong, recently promoted to Regional Technical Specialist for Microbiology at Vancouver Coastal Health, graduates from the program with honours this February. She jumped at the chance to continue her education without taking a leave from

work. "For various reasons, I was not able to complete a degree during my younger years," she said. "This program gave me the format and opportunity to realize a dream."

For people in supervisory or managerial positions, the degree offers flexible access to an education. Although there are no classrooms, the program doesn't use a purely distance education model. Students are required to work through modules with the assistance of a faculty member, called a coach, who guides the student through the process. They connect with each other by telephone and e-mail. "I have never had

a coach before," explained Anita, "I came to value these sessions. The support provided immediate feedback and support beyond the course work."

GUDRUN JENSEN, Park Operations Policy Coordinator for Regional Parks at the GVRD agreed, "I love the way the program is set up to help me succeed to attain the degree and succeed professionally and personally."

The first of its kind in Canada, this program has a waiting list of qualified applicants. It is competency-based, workplace-oriented and learner-focused. "The competency-based approach," says Gudrun, "allowed me to apply knowledge from readings and modules into my workplace situation. Many times I found myself reflecting on workplace situations and analyzing them in a way that I would not have otherwise."

Anita is excited about her future possibilities. "I feel that the program has shown me ways to become a lifelong learner and this will allow me access to broader career opportunities. I hope to move forward with graduate studies."

## CMA FastTrack Program

A PARTNERSHIP EXISTS between the Financial Management Technology and the Certified Management Accountant's of BC (CMA's) to have BCIT deliver the CMA's FastTrack program. This program allows qualified students to combine accounting, finance and business courses previously taken at various post-secondary institutes including BCIT. Successful students can write a two-day CMA exam to gain entrance into their Strategic Leadership Program (SLP). Upon successful completion of the SLP, students are awarded the CMA professional accounting designation.

Financial Management ran this program for the first time from August 2003 to June 2004. The student pass rate of the CMA exam was 10 per cent greater than for non-BCIT students. Langara College, Okanagan University College, Simon Fraser University and Camosun College are also offering this program.

The first intake was 44 students. During August 2004, 65 students enrolled and expect completion in June 2005. There were another 65 students that enrolled into the January 2005 intake and expect completion in October 2005.

## PD leave in Australia



Todd Margolis studies Australian entrepreneurship.

G'DAY – I RECENTLY returned from a four-month professional development leave to Melbourne, Australia. The goal of my leave was to compare and contrast Australian entrepreneurship education programs with our own here at BCIT. My trip provided many fresh insights into the design and delivery of these programs and also validated our methodologies here in Canada. The experience was very rewarding, but required a great deal of pre-trip planning to make it a success. If anyone is interested in going on a short or extended PD Leave, I would be happy to discuss my experiences with trip planning, including: acquiring visas, navigating banking complexities and finding accommodation. I encourage all those contemplating a PD leave to take that leap and get on with it!

*Todd Margolis  
Business Advisor – Venture Development Centre  
BCIT School of Business*



The path you choose can make all the difference.

### Applied approach, winning results.

#### "BCIT business students take top spot."

- First place. Royal Roads International Case Competition, Victoria, March 2004

#### "BCIT students dominate."

- First, second, third, fourth place. American Marketing Association Collegiate Conference, New Orleans, March 2004

#### "Broadcast students win national awards."

- Two Ruth Hancock Awards. Canadian Association of Broadcasters, Quebec City, November 2003

#### "Marketing research students on a roll."

- First place, third year in a row. Professional Marketing Research Society, Vancouver, April 2004

When you need the best for your team, BCIT students have the competitive edge. BCIT instructors are committed to ensuring that their students gain the industry-relevant knowledge and skills required for business success.

BCIT offers a different path of learning. To find out more about the School of Business, visit [www.bcit.ca/business](http://www.bcit.ca/business). To hire a graduate, call 604-432-8666 or visit [www.ses.bcit.ca/employer](http://www.ses.bcit.ca/employer).



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## Focus and seriousness take Carol Borghesi to the top



Carol Borghesi.

CAROL BORGHESI RECALLS the "focus and seriousness" with which she studied Marketing Management at BCIT. "I'd say that it paid off in spades, and I would expect the same result for anyone who took that approach."

Carol's words downplay the talent that propelled her to the offices of vice president and general manager at BC TEL Mobility Paging. It takes a special person to become Marketing Executive of the Year, as Carol did in 1996, or win British Telecom (BT) leadership awards in 2001 and 2003.

Carol had joined BT in 1997 and was asked, four years later, to lead one of the biggest modernization and rationalization programs the company had undertaken. As director of Next Generation Contact Centres, she put a supremely well-managed support base at the service of all BT Retail's volume contact centres.

Colleagues see Carol as a "visionary...often out ahead of the pack." One observer commented: "She'll go into a room that's quiet, with subdued people sitting around a meeting table, and by the time she leaves, they're lively, up, dynamic, and generating creative ideas."

These gifts enable Carol to lead in a positive direction because, as the chief of Carol's division said, "She is not afraid to say 'this is how it really is'. Just speaks her mind."

Carol's word for her responsibility as director of 15,000 employees is "humbling," a label suggesting she draws her power from knowing herself, not from props and praise. She also knows where, as a volunteer, to "contribute positively with the expertise I have developed." She supports ChildLine: a "very large, mostly volunteer contact centre operation that helps children, largely over the telephone...a very, very important goal."

Carol Borghesi's resourceful heart and head are both evident in her words for anyone contemplating going to BCIT: "That is one of the smartest moves that you could possibly make. But as with all things in life, you get out of it exactly what you put in."



## Environmental Update

by Greg Cairns

### Be idle free

ONCE AGAIN, WE ARE reminded that winter really does hit the South Coast of BC Recently, with snow, ice and temperatures below the freezing mark, letting your car "warm up" in the morning may have seemed like a reasonable thing to do. After all, you were always told that shutting off and restarting your vehicle was harder on the engine, and used more gas, than if you left it running. Right?

Wrong. This idea may have been true in the days when gas was cheap and four-barrel carburetors were common, but not today. In fact, most modern vehicles require no more than 30 seconds to be warm enough to drive, and use more gas when idling for 10 seconds than when turned off and started again. In the winter, when the temperature is below freezing, the engine block still heats up rapidly and stays warm for a long time after being turned off. This "stored heat" keeps the oil from solidifying and allows you to readily restart your car; even after 20 minutes or more! This is Vancouver after all, not the arctic! Temperatures rarely go below -5°C here.

Here are a few other things to consider when your car has been idling for more than 10 seconds while parked: not only are you breathing in exhaust fumes, which are potentially fatal, you are producing unnecessary emissions of carbon dioxide (CO<sub>2</sub>), a greenhouse gas which is a major contributor to climate change. Global warming is happening at an alarming rate, and each and



every one of us should try to do their part and help stop it. But, you may ask, "What difference will it make if I idle my car less, while millions of other people are still letting their cars run? What difference can just one person make?" The answer is: all the difference in the world! When one person starts doing something positive, it makes others see that it can be done, and encourages them to try it as well. Before you know it, 10 people are doing it, then a hundred.

Remember: every little bit helps.

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For more information, visit the following website: <http://oe.nrcan.gc.ca/idling>

### Industry says, "Lead on, Leon"

"THE PATH YOU CHOOSE can make all the difference" might have been written about Pouyan (Leon) Farasati, a post-diploma student at BCIT whose path started in Engineering at the University of Waterloo. Along with his 94 per cent GPA in Business Administration, Leon won the 2004 Outstanding Student Leadership Award from BCIT's Alumni Association. And the best was yet to come.

In its commendation, the Alumni Association described Leon as a "natural leader and motivator" for creating a website that quickly proved to be a popular communications vehicle for students in his program. Associate dean Chris Jaques called Leon's performance "a high standard worth shooting for" in a school where "the words 'it can't be done' are not in the vocabulary." Here was a busy student representing his class in the Student Association, and keeping up his interest in soccer by organizing the Intramural Soccer Team.



Leon Farasati, winner of 2004 Outstanding Student Leadership Award.

As a qualified network systems and hardware engineer, Leon has strong technical skills. Now, with his BCIT training in business administration, Leon also knows what it takes to succeed in business.

# Robbie Burns Day



Ian McLeod, BCIT Director and organizer of the Robbie Burns Supper.

IAN MCLEOD, DIRECTOR of Computer Resources, decided it was time to bring a touch of Scotland to the people of his department. "There happens to be a lot of people of Scottish ancestry in Computer Resources," explained Ian.

"We'd been threatening

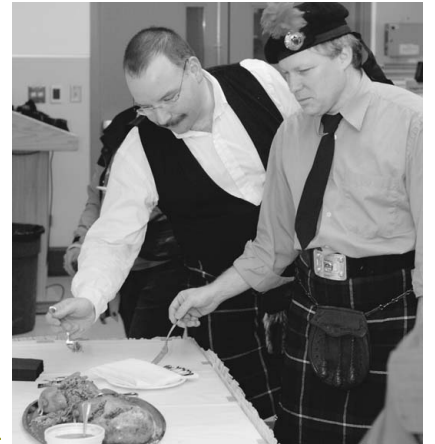
for years to bring a haggis to the department and we thought, with Robbie Burns Day so close by, that this would be a good way to add light entertainment to our all-staff meeting." Inspired, Ian and his fellow staff members (Mike Evans, Vern Kennedy, Alistair Calder and Mark Callagan) donned full highland regalia and paraded around the Town Square, accompanied by the sound of bagpipes and a tray of warm haggis. The little parade ended at Town Square D where Vern dramatically carved the haggis and Alastair gave a toast to Scotland's bard, Robbie Burns.



Vern Kennedy cuts the haggis.



Alistair Calder gives a toast in honour of Robbie Burns.



Vern Kennedy and Mark Callagan sample the haggis.

## Introducing INSIGHT – BCIT's applied research newsletter (formerly the Tech Centre INSIGHT).

THE TECH CENTRE INSIGHT was launched in July of 2001 as a quarterly online publication devoted to keeping its subscribers informed about initiatives, successes and capabilities in applied research at BCIT. Over the past three years it has proven to be an excellent vehicle for promoting BCIT's growing research expertise. Today INSIGHT is distributed three times a year (February, June and October) to more than 1500 industry contacts and to the BCIT community at large.

As BCIT continues to expand its research focus, more and more research will be initiated within the various schools in increasingly diverse areas. To ensure this shift is reflected in the stories featured within INSIGHT, the Technology Centre would like to invite faculty and staff from all areas to contribute stories about research projects and initiatives being conducted at BCIT. And, so the title will be representative of the campus as a whole, the name is changing from The Tech Centre INSIGHT to INSIGHT – BCIT's applied research newsletter.

For story guidelines and specifications, or if you have an idea for a story contact:

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If you would like to check out past issues of the INSIGHT visit the website at: [www.bcit.ca/appliedresearch/news/newsletters/](http://www.bcit.ca/appliedresearch/news/newsletters/)

## Technologically Hip series explores electrical Fields

FOR THE PAST FEW years the BCIT Technology Centre has hosted 'Technologically Hip,' a series of lectures devoted to recent innovations in science. The January 19 lecture, titled 'Magnetoencephalography: The art of finding a needle in a haystack,' attracted over 50 people and featured Dr. Jiri Vrba, chief technical officer of VSM MedTech. Over the course of an hour, Dr. Vrba explained how Magnetoencephalographic technology can be used to assess both adult brains and the neurological status of unborn fetuses.

The entire Technologically Hip series was the brainchild of Dave Kenyon and Jim Booth who decided that the series would be a perfect way to introduce the latest technological innovations to BCIT students, faculty and staff. According to Dave, "A lot of our inspiration comes from the newspaper. In today's paper alone I spotted three stories that would make very good additions to our lecture series."

Please visit [www.bcit.ca/appliedresearch/news/techhip2](http://www.bcit.ca/appliedresearch/news/techhip2) for more information about upcoming Technologically Hip events.

### Publishing information

The BCIT *Update* is published throughout the school year by the Marketing and Communications department.

Submissions are welcome, and should be forwarded to the editor by *Update* deadlines. While every effort will be made to accommodate all submissions, please note that inclusion depends on the amount of space available. To ensure your story is included, book your space with the editor in advance of the submission deadlines.

### Upcoming Update submission deadlines:

Feb. 18 for the Mar. 8 issue • Mar. 4 for the Mar. 22 issue • Mar. 18 for the Apr. 5 issue

The editor reserves the right to edit for brevity, libel and accuracy.

*Update* is available on the web by going to [www.bcit.ca/update](http://www.bcit.ca/update).

*Update* is produced on QuarkXPress desktop publishing software and printed on recycled paper.

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