

August 28, 2007

TASC meets with the Honourable Monte Solberg

Honourable Monte Solberg, Minister of Human Resources and Social Development Canada demonstrated his commitment to working with Canada's Sector Council Program to build a stronger, more competitive workforce in a meeting with The Alliance of Sector Councils (TASC) on August 8, 2007.

Minister Solberg met industry leaders from a range of Sector Councils including manufacturing, for recommendations on advancing national solutions and implementing strategic labour market solutions to challenges surrounding skills and labour shortages.

According to Census 2006 and various labour market studies completed by Sector Councils, within the next few years, a large percentage of skilled tradespeople are expected to retire, and many trade organizations will face a labour shortage in their industry. Consequently, growing skills and labour shortages are a great concern and the primary focus of most sector councils.

Through partnerships with the federal and provincial governments, industry, labour, education, and the Sector Council Program, improvements and positive change will be made to the common human resources issues that affect most industries – skills shortages, recruitment and engagement of minority groups, immigration of workers, industry image and more.

North American Competitiveness Council calls for solutions to border delays for manufactured goods

In a report released on August 21, 2007, Building a Secure and Competitive North America, the NACC has called for a balance between safety and security issues and the need to ensure that manufactured goods do not experience excessive costs associated with border delays and increased paperwork.

The Council strongly recommended that the governments of Canada, the US and Mexico resume discussions and find a way to resolve outstanding issues in order to move forward with a proposed land pre-clearance pilot project for exports. The negotiations were suspended in April 2007.

The report "encouraged leaders to make a firm commitment to avoid the introduction of any new measures that would add costs or delays at borders".

In an article by John Ibbitson in the Globe and Mail last Thursday, the impact of the death of the proposed pilot project designed to provide for land pre-clearance of trucks carrying manufactured was also highlighted. Over 51% of all Canadian exports

that go to the US cross by road. This includes printed material. Boarder delays have the potential of affecting both jobs and productivity.

Any headway on this issue will only take place as a result of a concerted lobbying effort.

The NACC is an advisory group of business leaders from Canada, Mexico and the United States created last year to "gather guidance from the private sector on ways to enhance North America's competitive position in global markets, promoting increased employment, and fostering a higher standard of living".

Copies of the NACC Report to Leaders are available at www.ceocouncil.ca.

Transcontinental signs a takeover bid with PLM Group Ltd.

Transcontinental will capitalize on direct marketing once it signs, the first of its kind, \$130 million takeover bid with PLM Group Ltd. to fill the void in the marketing sector caused by Canada's telemarketing Do Not Call list.

Federal privacy legislation allows Canadians to place themselves on a Do Not Call list and opt-out of further telemarketing communication making it difficult for telemarketing advertisers to reach its target audiences. The impact to business profits that rely on telemarketing is likely to be significant.

PLM Group Ltd., Canada's 4th largest printer whose core competencies include direct marketing mail-outs in addition to single source web and sheet-fed print, visual, graphics and display services, will play an integral part of the direct mail segment of Transcontinental. The deal to acquire all of PLM's shares which is expected to close in October will turn Transcontinental into one of the biggest commercial printers of direct mail in Canada.

NEW project status updates on CPISC website

A new section on the CPISC website now provides information on current projects, projects status updates, background documents, contact information and upcoming project release dates. All three CPISC projects are now up and running so visit our new projects section to track the progress of our work.

The Working Group for the Review of Training Programs and Providers project has met twice by teleconference and has set project activities and timelines. A project consultant has been hired to develop a profile of the type and scope of existing training programs. CPISC has developed a survey to which all training institutions and providers, as well as printers and suppliers will be invited to respond. Look for a survey to be coming your way soon.

The Labour Market Information project is well underway and has met its three month targets. An RFP has been developed in addition to the hiring of a project consultant who will develop a survey and database of accurate and current labour market information about the printing industry. A working group with balanced national representation of industry specialists is formed and met in early July to develop the survey questionnaire that will be administered in November in conjunction with PIA/GATF.

As for the Skill Standards project, two Working Groups have been formed – one to develop essential and core skill standards for the industry and the other to draft press skill standards. They will meet for the first time in early September to begin development of the standards. Project timelines are on schedule and research is presently underway in preparation for the September working group meetings.

October Board meeting to be held in Vancouver

The Members of the Canadian Printing Industries Sector Council (CPISC) Board of Directors will pool their resources on Monday, October 1, 2007 in a meeting in Vancouver, to continue developing new strategies to make significant improvements to the printing and graphics communications industry.

Meeting three times a year, the Board reviews financial statements and ensures that CPISC meets the requirements of HRSDC in all aspects of its work. At this meeting, the members of the Board will review HRSDC's score card on the Council's activities over the past year. But they will also turn their sights to the future, reviewing the concepts for projects to be presented to the federal government this fall. As well, they will put the final touches on CPISC's communications plan for the coming year.

After a first successful year, CPISC will continue to actively involve Directors in research projects and seek the advice of its members on the direction of the council's future activities and initiatives. In its first year, CPISC was able to achieve all its objectives and developed the groundwork for the creation of three fundamental research projects; national skill standards, labour market intelligence and a review of education and training programs. Now that the council's projects are well underway, the Board will continue to build on its solid foundation and deliver the right results for people by putting in place programs and services that will make a difference to the printing industry.

CPISC Staff goes on Print Tours

Throughout the summer months and continuing into the fall, CPISC staff and government officials have visited and are scheduled to visit a number of small to large printing establishments. We have visited Ottawa's Tri-Co Group Inc. and Bradda Printing

Services and are scheduled to tour Vancouver's Kodak Creo and British Columbia's Institute of Technology (BCIT) following the Board of Directors meeting in October.

With the increase of new CPISC staff, the printing tours, led by knowledgeable print shop owners and managers, provide an in-depth look into the world of printing processes and work flow involving huge high-speed machines, vast amounts of paper, computers, metal plates and sharp knives. The intent of CPISC's print tours is not only to educate CPISC staff but to create new partnerships and contacts within the sector, achieve greater industry representation in research working groups, consolidate efforts to increase industry awareness, visibility and attractiveness and maintain CPISC's ongoing outreach campaign. With an abundance of successful establishments to choose from, face-to-face visits to printing establishments are part of CPISC's ongoing outreach activities designed to help gain the support of industry stakeholders.

These tours offer CPISC staff a chance to peek inside diverse printing establishments, to see how they work, understand their challenges, arrange their space and basically function while showing the industry that CPISC is a credible, powerful and helpful voice to their issues.