

January 22, 2007

### **CPISC welcomes members to its Project Advisory Committee**

CPISC welcomes several members to its newly established Project Advisory Committee. This group will provide expert advice and guidance during the development of project proposals, activities and communications strategies.

The new committee members come from across the country, and represent employers, employees and educators. The members named are Susan MacLeod, Dr Abhay Sharma, Gerry Federow, Ray Wade, Shadi Shenouda, Jim Duff and Tom Blockberger. The CPISC is seeking additional representation from Quebec and from the secondary school level.

**Susan MacLeod** is the owner of Veinot's Printing in Liverpool, Nova Scotia, an independent printing establishment. Dr **Abhay Sharma** is the chair of the School of Graphic Communications Management at Ryerson University in Toronto. **Gerry Federow** is the training and development manager at Transcontinental Printing, which has locations in Canada, the U.S. and Mexico. **Ray Wade** of the Communications, Energy and Paperworkers Union in Edmonton has many years of regional experience in the industry. **Shadi Shenouda** is an estimator at Pacific Bindery Services Ltd., Vancouver, and is a recent graduate of Ryerson. **Jim Duff** represents the Glenn Biech Graphic Arts Training Institute in Vancouver, which provides training for union members. **Tom Blockberger** is president of Broadway Printers Ltd., which was established in 1911 in Vancouver.

### **Monte Solberg appointed Minister of Human Resources and Social Development**

On January 4, 2007, Monte Solberg became the Minister of Human Resources and Social Development (HRSD), taking over from Diane Finley. Mr. Solberg was previously Minister of Citizenship and Immigration, and has been the M.P. for Medicine Hat since 1993.

Mr. Solberg has been Vice-Chair of the Standing Committees on Finance, on Human Resources Development and the Status of Persons with Disabilities and on Foreign Affairs and International Trade.

Mr. Solberg's previous parliamentary experience includes periods as critic for Finance, for Human Resources Development, for National Revenue and for Foreign Affairs. Prior to entering public life, he was a successful broadcaster, and was also director of the Alberta Association of Broadcasters.

The Alliance of Sector Councils reports that while serving as Minister of Citizenship and Immigration, Mr. Solberg was quite accessible and traveled around a lot to meet

stakeholders. He was also cited as being an effective finance critic in opposition. His riding of Medicine Hat in south-eastern Alberta is generally rural and small town.

More information is available on the website for the Office of the Prime Minister at [pm.gc.ca](http://pm.gc.ca) under The Ministry.

### **Education Summit: A discussion of education standards in the printing industry around the globe**

On August 9, 2006, seven representatives from six nations met in New York City to discuss the standards of education within the printing industries in their countries. The panellists came from technical institutes across the globe: Canada, Malaysia, Brazil, Germany, U.S. and Great Britain.

The discussion on the "*Value of Education*" was chaired by Brian Ellis of Heidelberg Canada. Mr. Ellis commented on the need for such as summit, saying "in the age of globalization, never has the need been greater for education in the graphic arts industry due to the rapid introduction of new technologies."

"Employees must also really understand the interdependency of processes as we move towards computer integrated manufacturing," added Mr. Ellis. "Employers require the educated infrastructure to optimize their resources; to compete in the changing environment as we evolve from a craft oriented industry to a need driven manufacturing process."

### **Challenges and opportunities facing education in the printing industry**

UNESCO considers education an important key to equal rights, democratization and social justice, as well as social and economic progress. In many countries, access to education is hampered by a lack of facilities and resources, such as qualified teachers and school buildings, as well as by cultural barriers such as gender discrimination. Unfortunately, in much of the developing world this applies to the printing industry, despite its position as an important industry with opportunities for growth and international export.

In the industrial world, it was agreed that the challenges are somewhat different. The industry suffers from an image of dirty hands and manual work, so interest is low among potential entrants. In-depth training is needed to ensure existing machine operators can operate equipment in an optimum way. Educated management personnel are needed to allow enterprises to grow.

### **Finding solutions to meet the unique needs of each country**

Panellists were asked to describe the position of the industry in their respective countries. Here are some examples of the steps they are taking to face the challenges.

***Ir. Halim Azhar Mohd Yatim, Malaysia***

"There is a shortage of skilled printers in Malaysia today. We have begun to approach the subject of 'training to be a printer' at the state level ... We will provide a training course for more than 600 pupils starting next year. The school has been built for this purpose. We can assume there will be considerably more applicants than openings."

***Manoel Manteigas de Olivera, Brazil***

"In Brazil, we have the additional problem that the country is huge. Pupils may have to come to us in São Paul, far away from their families.... For some time we have provided mobile schools for print courses in the form of two converted buses that are equipped with small machines and travel throughout the country."

***Prof. Dr. Erich Steiner, Germany***

"The majority of our students come to us through family connections, because for example, their parents have a printing company...In order to make training more attractive in the minds of students, it would make sense to offer semesters at selected partner universities abroad as part of the training for all students."

***Les Claridge, Great Britain***

"The industry relies on Modern Apprenticeships and has just announced the intention to review training within the sector. Young people can undergo training in one of the media professions, and this is encouraged."

***Frank Cost, U.S.A.***

"I don't see the problem as a negative image of the industry but rather the lack of plain visibility...We should advertise the true nature of this exciting industry more actively. At the same time, it seems important to me that we should address not just the students but also their parents, because in the end, they are the ones who finance the education."

***Dr Abhay Sharma, Ontario***

"The industry attempts to poach our own students even before they have gained a university degree because there is a lack of good skilled labour. We firmly advise against this as a job can be lost at any time, but throughout life it is always possible to build on a university degree."

***André Dion, Québec***

"In Canada at least, we could even train many more people...The enterprises and professional associations must engage much more actively with the schools and

universities to change the image so that a greater number of young people are attracted to come to us in the institutes.”

### **Read the complete article**

The ten hour discussion is being profiled over four issues of the quarterly *Heidelberg News*. You can link to the full text of the current article [here](#) on the CPISC website. You can also [request a subscription](#) to the *Heidelberg News* on the company's Canadian website.

### **Canada-Ontario Labour Market Development Agreement transfers federal funding to Ontario**

Effective January 1, 2007, many federal training and employment programs, resources and staff have been transferred to the province of Ontario, under the terms of a new Labour Market Development Agreement. Ontario was the last province or territory to reach such an agreement with the federal government.

Chris Bentley, Minister of Training, Colleges and Universities for Ontario, says this means that Employment Ontario will offer more service and more locations.

Some of the specific benefits promised for Ontarians are:

More resources: \$525 million in transferred federal programming every year will combine with \$360 million in Ontario programs.

More service: people and businesses served yearly will grow from more than 500,000 to 900,000.

More locations: the number of third-party service providers will grow from 470 to 1200 in all regions of the province.

Employers will get expanded services to help them find the workers they need and to encourage their investment in skills development.

More information is available on a press release posted on the website for the Ministry of Training, Colleges and Universities at [www.edu.gov.on.ca](http://www.edu.gov.on.ca)