

July 24, 2007

CPISC Releases its First Annual Report

The Canadian Printing Industries Sector Council (CPISC) released the first annual report for the 2006-2007 fiscal year on June 19th, 2007. *Press Check 2006-2007*, provides an overview of the major activities and initiatives that the CPISC has undertaken in its first full year of operation.

[Click here](#) for a copy of the annual report.

Successful Event – CPISC First Annual Forum

Success for the printing industry in a global marketplace depends on having a highly skilled workforce. This was the clear message of the first Annual Forum, hosted on June 18, 2007 by the Canadian Printing Industries Sector Council (CPISC).

The Forum provided an opportunity for industry representatives to exchange knowledge, resources and to reflect on improving the industry as a whole. Participants heard well-organized and comprehensive presentations, a panel and small group discussions that addressed key human resource and workforce development challenges in the Canadian print and graphics communications industry.

Keynote presentations by Bernd Schopp, Head, Heidelberg Print Media Academy, Heidelberg, Germany and [Martina Brand](#), Marketing Director, Heidelberg Print Media Academy, Heidelberg, Germany provided a global perspective on lifelong learning and why training is vital. Both presentations emphasized that an organization's economic success depends heavily on the skills of its employees. Participants walked away with valuable information and training strategies to which they can afterward apply to their printing establishments.

CPISC Executive Director, [Marie Eveline](#), moved the presentations from a global perspective to a Canadian context to focus on the human resource challenges in the Canadian print and graphics communications industry and what CPISC is doing to improve the industry.

The afternoon [panel discussion](#), made up of industry experts, included Duncan Brown, National Director, CEP Graphical Communications, Energy and Paperworkers Union of Canada, Don Gain, President, Harmony Printing, Ward Griffin, President & CEO, The Lowe-Martin Group, and Dr. Abhay Sharma, Chair, School of Graphic Communications Management, Ryerson University. This panel provided insight into the challenges facing the industry and the need to create national skill standards, change the image of the industry among youth and maximize the career potential of those already employed in the sector.

Click here for a copy of the [press release](#).

2006 Census Confirms Aging Workforce

Statistics Canada released its portrait of the Canadian population in 2006 on July 16th and it has bad news for Canadian businesses as more workers will leave the work force than enter it within ten years.

By 2016, more than one in five potential workers will be in the 55 to 64 age group. Employers will have to adjust to a high rate of turnover among their employees. The challenge will be particularly acute for small businesses. The Statistics Canada report concludes that “knowledge transfer, employee retention, the health of older workers and continuous training for employees will be key labour force issues in the future.”

Companies have to start planning for these changes by exploring such options as flexible work arrangements, easing long time employees into retirement, job sharing and increasing productivity.

A copy of the full report is available from Statistics Canada at <http://www12.statcan.ca>

CPISC Holds Annual General Meeting

At its Annual General Meeting held on Tuesday June 19, 2007, the Canadian Printing Industries Sector Council (CPISC) set the stage for its future activities by building on its successful first year and re-electing its current Board of Directors to continue achieving its goals.

[Click here](#) for a copy of the press release.

CPISC Launches Three Research Initiatives

The past two decades have been characterized by rapid changes in technology, increasing global competitiveness and the restructuring of business practices. The printing and graphic communications industry has embraced these industrial changes. This has resulted in a need to create national skill standards, provide the industry with an accurate supply of labour market intelligence and develop a compendium of training programs and providers. CPISC is currently working on three projects to address the industry's human resource and workforce development issues brought on by rapid technological changes. These initiatives form the building blocks of CPISC's three year research framework. [Click here to download document](#)

The National Skill Standards and Profiles Project is designed to develop skill standards and profiles for key occupations within the three production areas that comprise the printing process: pre-press, press and finishing and bindery. This project will define the essential, core and operating skill standards that set out what a person should know

and be able to do to complete specific activities, as a basis for developing profiles of key occupations. [Click here to download document](#)

The Labour Market Information Project aims to develop labour market intelligence to help inform human resource planning in the industry. Over the next year, CPISC will develop a solid database of accurate, current labour market statistics, indicators and information on the printing industry. [Click here to download document](#)

Working with institutions, private training providers, unions, suppliers and the printing companies themselves, the Review of Training Programs and Providers Project will provide a profile of the type and scope of existing training programs offered within the industry. This will allow CPISC to identify training gaps and determine strategies to fill these gaps. [Click here to download document](#)

CPISC Welcomes New Staff

CPISC is pleased to welcome a number of new staff members.

Nancy Coelho joins CPISC as its Communications Manager. Her responsibilities include the overall development, coordination and review of all CPISC communication activities. Nancy graduated with a degree in Business Communications from the University of Ottawa where she was also captain of the University of Ottawa women's varsity volleyball team. During her studies, Nancy acquired her print and graphic communications knowledge from an internship at the House of Commons, printing services where she helped launch Ecologo and developed virtual tours of print shops. Nancy has a rich background in the areas of public and media relations, marketing, human resources, economics and finance. For the past two years, she worked as the operations manager and investment advisor for a wealth management corporation. Nancy can be reached at n.coelho@cpisc-cisc.ca.

Sheena Cyr joins CPISC as the Administrative Assistant to the Executive Director. She will carry out a variety of administrative, data management and office management duties including coordinating the Board of Directors meetings and preparing reports. Sheena completed a year in the Law Clerk program at Algonquin College and has several years experience working with the federal government and not for profit organizations. In the last few years Sheena has worked with the Canadian Health Services Research Foundation and Canadian Environmental Assessment Agency. She can be reached at s.cyr@cpisc-csic.ca.

Drazenka Pantic, Project Manager for the Review of Training Programs and Providers and Labour Market Information projects will be monitoring project activities and liaising with the industry and stakeholder committees and consultants to ensure timely and successful completion. Drazenka is an experienced project manager with a good

knowledge of the printing industry. She graduated from Carleton University with a B.A in Mass Communications. She is experienced in project management, public relations and research. In the last few years, Drazenka worked as a Communications and Marketing Officer for Performance Technologies, Stryker Canada and Human Resources and Social Development Canada (HRSDC). She can be reached d.pantic@cpisc-csic.ca.

Michele Scrimger joins Drazenka as the Project Assistant for their projects. Michele has a B.B.A in Human Resources with a minor in economics from Bishops University and has extensive experience in administrative activities. She can be reached at m.scrimger@cpisc-csic.ca.

Sylvie Cloutier joins CPISC as its Project Manager for the National Skill Standards and Profiles project. She will be responsible for developing the project plan, identifying project activities, managing its implementation and ensuring a high level of industry involvement. She has extensive experience in business administration, communication, logistics and project management. She has worked in the career development field for nearly ten years supporting organizations such as the National Life Work Centre, the Canada Career Information Partnership, Skills-Competences Canada and more recently, the Canada Career Consortium. Sylvie is very much a "people" person and values the numerous partnerships and friendships she has developed over the years. She looks forward to many new challenges at CPISC. She can be reached at s.cloutier@cpisc-csic.ca.

Trisha Cruise joins Sylvie as the Project Assistant for the National Skill Standards and Profiles project. Her primary responsibilities include coordinating the logistics for all Project Working Group meetings, preparing and distributing correspondence and providing administrative support to the Project Manager, including calendar management and meeting coordination. Trisha has a B.A. Honours with Specialization in Psychology and Minor in Criminology from the University of Ottawa. Before joining the CPISC team, she worked as a Program Assistant for the Society of Obstetricians and Gynaecologists of Canada (SOGC), where she assisted in the organization and implementation of the Advances in Labour and Risk Management (ALARM) Program, as well as the society's regional Continuing Medical Education (CME) conferences. Trisha can be contacted at t.cruise@cpisc-csic.ca.