

➤ **British Columbia** Forecasts for employment and doing business in British Columbia are provided in “Lucky 2013?” [BCBusiness. pp. 50-55. January 2013. www.bcbusinessonline.ca]. Based on a survey of 250 readers the article provides insights from the twenty-two questions asked covering topics such as business optimism, challenges and concerns, employment prospects, and salaries. Emerging from the survey is a feeling that the BC workforce is optimistic but is divided on how to move the province forward economically.

A profile of Lemare Lake Logging one of British Columbia’s largest logging and road-building contractors, by Robin Brunet is the cover story in the November-December, 2012 issue of Canadian Forest Industries [pp. 10-13. www.woodbusiness.ca]. This company has built its reputation by excelling when challenged by extreme circumstances. Acquisitions have played an important role in the company’s growth and in the future the owners will continue their strategy of flexibility and taking advantage of new opportunities.

The 11th annual survey of “The Best Companies to Work for in BC” is provided in the December, 2012 issue of BCBusiness [pp. 49- 69]. Data was analyzed from employee surveys and executive questionnaires. Details of the methodology are provided. Leading the ranking for companies having more than 100 employees is HootSuite Media Inc. (digital technology services), followed by Daniel Hospitality Group (family restaurants) and Para Space Landscaping Inc.(landscaping) For companies employing 100 or fewer people Strangeloop Networks Inc. (digital technology services) leads the list followed by Kardium Inc. (health sciences and services) and Habanero Consulting Group Inc. (professional services and communications). Profiles of the twenty finalist companies as well as a series of other articles provide insights into why companies are successful.

➤ **Alberta** Professionals from the University of Calgary were members of a 32-person panel of global experts examining the important issue of the management, assessment and prevention of concussions in sport with the goal of improving outcomes. The “Consensus Statement on Concussion in Sport” has been released and the full report is available in The British Journal of Sports Medicine [47(5):250-258. April, 2013. www.bjism.bmj.com]. The consensus report is based upon medical experience, peer reviewed research and discussions at the 4th International Conference on Concussion in Sport held in Zurich in November, 2012. The report details the current state of knowledge and provides important reader-friendly information on this topic of importance not just to professional and amateur athletes but also for parents who need to provide authoritative advice and guidance to their children in their athletic endeavors. One of the key findings emerging from the report is that there is no good evidence that mouth guards and helmets prevent concussion and paradoxically they may even encourage players to take greater

A View from the West

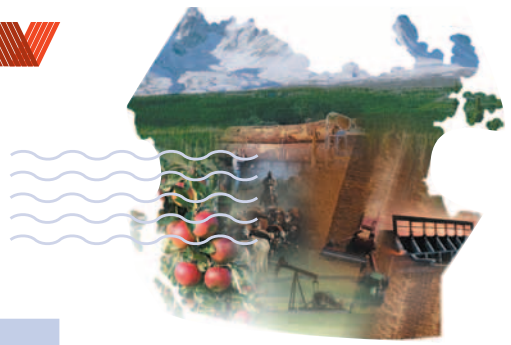
By Terrance Malkinson

risks. Concussions were the topic of an earlier article in IEEE Canadian Review by the author [Concussions, Athletics and the Profession of Engineering No. 66. Summer, 2011. pp. 32-33].

Alberta’s Business Person of the Year 2012 is Gregg Saretsky, President and CEO of WestJet Airlines. He is profiled in the December, 2012 issue of Alberta Venture. [pp.30-34. www.albertaventure.com]. As President and CEO he has made a number of innovative changes in the business operations of WestJet and is known as a leader who is empathetic and skilled at relating with people. He places considerable value in the company’s human resources including the provision of mentoring and leadership development programs. He joined WestJet in 2009 after working in the airline industry learning from the many diverse positions he held. A second article in the same issue of Alberta Venture by Max Fawcett [“Alberta’s Annual Review”. pp.37-46] provides a summary of the good and bad news stories of 2012.

The November 2012 issue of Alberta Venture focuses on innovation in the province. A feature article “25 Most innovative Organizations in Alberta” starting on page 52 profiles 25 innovator organizations that are changing their industries, the province and the country for the better.

➤ **Saskatchewan** Saskatchewan’s top 100 companies are ranked and profiled in the September 2012 issue of Saskatchewan Business Magazine. [pp. 8-22]. In his introduction Paul Martin discusses his observations on business developments and how agriculture and agriculture support industries are reclaiming their role as provincial economic drivers. Leading the ranking as it has done for many years is PotashCorp, followed by Federated Co-operative Ltd. and Canpotex Ltd. In the subsequent issue of the Magazine [October-November, 2012. pp. 16-18] thirty-six growing Saskatchewan companies that are considered to be frontrunners for inclusion in next year’s top 100 are provided. Saskatchewan’s Business of the Year MOSAIC, the world’s largest producer of crop nutrients with net sales of \$11 Billion last year is profiled in the December, 2012 issue [pp. 8-17]. In the cover story of the October-November issue of Saskatchewan Business Magazine Anne Lazurko discusses how with over \$15 Billion in assets and \$11 Billion in lending the credit union system is a growing and major player in Saskatchewan banking. Today, there are 60 credit unions in Saskatchewan that serve over half a million members in 270 communities and employ more than 3,500 people, capturing a 23% market share



in consumer credit and residential loans and a 53% market share in commercial lending.

➤ **Other Canadian Stories** The cover story of the February 18, 2013 issue of Canadian Business [86(1/2. www.canadianbusiness.com] is a special report “Outlook 2013” pp. 51- 70], a collection of forecasts for the year 2013. Topics covered include house prices, Facebook, banking, national economy, global developments, and people/companies, and commodities to watch. The previous issue 85 (21/22. pp.29-48) provides a special feature on 2012 winners and losers. The December 10 issue [85 (20) pp. 29-53] profiles Canada’s 100 wealthiest people - what they are worth financially and how they achieved financial wealth.

Predictions for change in Canada’s air transport sector in 2013 are provided by David Carr in “Shaken but Not Yet Stirred” in the November-December 2012 issue of Wings. [pp. 20-23]. www.wings-magazine.com]. New subsidiary airlines and new aircraft are but two of these.

Canadian Grocer published its technology issue in January 2013. The cover story “It’s Your Future Calling” by Corrine Sandler discusses the digital conversion of the supermarket by smartphones, QR codes, and apps. An accompanying article “The Tech 10” [pp. 50-52] provides a glimpse of what technology is forecast for supermarkets.

The Top 50 Canadian Brands are ranked by Steve Brearton in The Globe and Mail:Report on Business 29(6): 24-29. January 2013. The banking industry leads the ranking with TD Bank followed by the Royal Bank of Canada and Scotiabank. ■

About the Author

Terrance Malkinson is a communications specialist, business analyst and futurist. His career path includes technical supervisor and medical researcher at the University of Calgary, business proposal manager for the General Electric Company, and research administrator with the School of Health and Public Safety at SAIT Polytechnic in Calgary. He is currently an international correspondent for IEEE-USA Today’s Engineer, associate editor for IEEE Canadian Review, and a member of the editorial advisory board of IEEE The Institute. He was Vice-Chair of the IEEE-USA Communications Committee (2004-2010), and editor-in-chief of IEEE-USA Today’s Engineer Digest (2004-2008). He was an elected Governor of the IEEE Engineering Management Society as well as past editor of IEEE Engineering Management. He is the author of more than 420 publications, and an accomplished triathlete. malkinst@telus.net

