

Biz-tech Report



by Terrance Malkinson



➤ **Did you ever wonder** what the most influential brands in the country are? Check out the *Canadian Business* feature “25 Best Brands in Canada” [*Canadian Business*. 88 (12) :31-36. Fall, 2015]. Leading the ranking is Mountain Equipment Co-Op, followed by Cirque du Soleil and in third place, WestJet. Profiles of each of the twenty-five best brands are provided. Other interesting special reports from *Canadian Business* include: “Canada’s Fastest Growing Companies” [October, 2015. pp.43-87]; “Canada’s Top Executives” [November, 2015. pp. 27-32]; “Canada’s Best Employers” [December, 2015. pp. 35-43]; “The Power 50” [December, 2015. pp. 45-60]; “Innovators of the Year” [January, 2016 pp. 36-40]; and “The New Establishment” [Winter 2016/2016 pp. 24-45]. The “*Canadian Business* 24th Annual Ultimate MBA Guide” [*Canadian Business*. 8 (12):45-70. Fall, 2015] provides an overview and profiles of MBA and executive MBA programs in Canada. The information is designed to help students decide which education provider is best for them. Leading the ranking by reputation is the University of Toronto’s Rotman School of Management, followed by Queens School of Business and Ivey Business School at the University of Waterloo.

➤ **One of the many great** Canadian success stories is that of Montreal-based Cirque du Soleil [www.cirquedusoleil.com] Sarah Barmak discusses in “The Show is Alive” [*Canadian Business*.8(12): 24-30. Fall, 2015. www.canadianbusiness.com] how with new ownership this Canadian icon now in its fourth decade is re-inventing itself, expanding its wide-ranging creative endeavors while maintaining the essence of what has proven to be successful—invoking the imagination, provoking the senses and stirring the emotions of people around the world.

➤ **Those of us whose hair** is turning grey sometimes look back nostalgically of the pleasure of collecting and listening to vinyl records. In “The Vinyl Countdown” Jese Snyder discusses the entrepreneur Dean Read’s risky business venture as Canada’s only record press. [*Alberta Venture* 20-26. August, 2015. www.albertaventure.com]. His goal – to make him one of North America’s largest manufacturers of vinyl records at a time when demand is soaring. In 2014 consumers bought four million new vinyl records: a 42% increase from the previous year. He tells his story, the opportunities, the challenges, and prospects for the future. Many audiophiles believe in the quality of the sound emanating from vinyl recordings.

➤ **The 70th anniversary** of Canada’s First Air occurs in 2016. Brian Dunn discusses the history, contributions and futures of Canada’s oldest airline still operating under its original name in *Wings*, [pp. 20-23. November/December 2015. www.wingsmagazine.com]. The airline contributes more than \$50 Million annually to Canada’s northern economy and had sales of close to \$260 Million in

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2015. Code sharing agreements initiated in July 2015 with Canadian North and Calm Air will help reduce costs, improve efficiencies and service for passengers and cargo in the Canadian north. In the same issue of *Wings* Matt Nicholls contemplates a “View to the Future of Canadian Aerospace” [pp. 25-28] in discussion with the Aerospace Industries Association of Canada’s CEO Jim Quick. The Canadian aerospace industry contributes \$29B to the GDP and its 700 companies nation-wide employ more than 180,000 people.

➤ **The winners of the 2015** Royal Canadian Geographic Society awards share their view of the importance of geography and its future in *Canadian Geographic*[136(1):38-43. January/February, 2016.www.canadiangeographic.ca]. They explain the importance of knowing our land;

About the Author

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expanding scientific knowledge; understanding climate change; grasping world geopolitics; and love of the Canadian nation, its people, and its history.

In the same issue, five smartphone apps are featured that aid in reducing our individual environmental footprints. A Vancouver-based company, ReCollect, has worked with municipalities from coast-to-coast in engaging citizens more fully with recycling. A simple but very popular feature allows residents to check their collection schedule by entering their street address. The company’s “campaign” feature lets city hall staff send out timely notices through emails, tweets, mobile reminders and phone calls. For example, on a windy day, residents can be sent tips on how to pack their blue bins to avoid dispersal of the contents. Service alerts can advise residents about emergency collections in the aftermath of severe storms.

The ReCollect smartphone app lets residents look up their collection schedule and offers advice on windy days

➤ **In 2016 the University** of Calgary is celebrating its 50th anniversary [www.ucalgarycelebrates.ca] Additionally, Calgary’s Southern Alberta Institute of Technology - SAIT Polytechnic is celebrating its 100th anniversary . [www.sait.ca/flipbooks/Centennial-Sponsorship-Brochure/#?page=0]. Both institutions of post-secondary learning; like many others in Canada have been major contributors not just to Canada but globally, with alumni throughout the world, in all business sectors and who are making the world a better place through their intellect and innovation. Canada is very fortunate to have developed some of the most highly respected educational institutions in the world. Students are instructed, and mentored by some of the best educators and researchers in the world. More on this topic in an upcoming issue of the *IEEE Canadian Review*. ■