

➤ **Bombardier's C Series** aircraft program was launched in March 2005 and this year this Canadian aircraft manufacturer is working hard to achieve a breakthrough in a very competitive international marketplace. Rick Adams discusses challenges that the company is facing in his article "Ready, Set, Go!" [*Wings*, 58(1):13-16. January-February, 2017. www.wingsmagazine.com]. Growing innovation, high-technology and high-demand businesses such as aeronautics is important to the entire country—providing skilled jobs and many spin-off opportunities. A 27-page inset article ["Careers in Aviation and Aerospace 2017"] discusses education, training and job prospects in Canada's aviation and aerospace sector. In an editorial [page 4] Matt Nicholls discusses the importance and economic ramifications for maintaining a strong aerospace "footprint" in Canada. In 2015 the aerospace industry contributed more than \$28 billion to the Canadian GDP and generated 211,000 jobs in the Canadian economy.

➤ **An interesting article** in the February 25, 2017 issue of the *National Post* by David Akin "Canada's Innovation Drought" [www.nationalpost.com] brings to our attention the weak innovation performance of Canadian business. The author starts his commentary by re-stating a question originally raised by Peter Nicholson in the November issue of *Canadian Public Policy* [42(S1):S39-S45. www.utpjournals.press/loi/cpp] "Why is Canada filled with 'low-innovation' companies?" Nicholson believes that the biggest hurdle to overcome is inertia. "It is too easy and very profitable for corporate Canada to let American firms take all of the risk when it comes to innovation." For more than one hundred years successive governments have attempted to promote technological innovation and have for the most part failed. In this article the author provides his assessment of Canadian innovation performance, and discusses a number of other topics. He concludes that "habits embedded for over a century have created a business culture in Canada that cannot easily be changed.....businesses themselves must decide to become more innovative to prosper, or even to survive."

➤ **The future of** sustainable construction in Canada is described by Joseph Caouette in his article "Closing in on Carbon" in *Alberta Construction Magazine*. [38(1): 18-26. Spring, 2017]. The author believes that reaching net zero will require a top-to-bottom makeover on how buildings are constructed and operated. Using the example of the construction of the Mohawk College Joyce Centre for Partnership and Innovation in Hamilton, Ontario the author discusses plans to make all Canadian buildings net zero by 2050. This project serves as a living laboratory to support students with their hands-on education on sustainable construction. Other articles on this issue continue on the theme of



energy efficient construction, discussing topics such as new building codes and the Leadership in Energy and Environmental Design (LEED) for Healthcare rating system in Canada.

➤ **Architectural and Engineering** innovations used in the construction of Studio Bell, the new home of the Canadian National Music Centre in Calgary, Alberta are provided by Graham Liversey in the February 2017 issue of *Canadian Architect* [pp. 22-28. www.canadianarchitect.com]. This center for musical exhibition, performance and recording has already received a number of awards for its engineering and design. One of many unique features is complex interstitial spaces that slice throughout the center. Nine towers that transform from rectangular to curvilinear with architectural complexity form the body of the building and are clad in terracotta tile.

➤ **In another story** of Canadian excellence in architecture the City of Montreal's "Stade De Soccer De Montreal" is profiled by Gilles Saucier in *Sustainable Architecture and Building Magazine* [issue #54 pp. 26-29. Winter 2017. www.sabemagazine.com]. This dramatic neighborhood soccer stadium is not only a state-of-the-art athletics facility but has brought about neighborhood revitalization and ecological restoration. The unique engineering and design of the cross-laminated timber roof is highlighted. This CLT grid structure is the only one of its kind in the world with approximately 90% of the lumber used being locally sourced black spruce. The main room is supported by thirteen separate 69 meter long box beams 500 mm wide. This is an attractive, light, cost-effective, and sustainable engineering design. The project is targeted for LEED Gold.

## 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*, contributing 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 550 earned publications, and an accomplished triathlete. [malkinst@telus.net](mailto:malkinst@telus.net)

➤ **Researched by Aon Hewitt** the December 2016 issue of "*Canadian Business*" provides its annual ranking of Canada's Best Employers". [89(14):27-39. www.canadian-business.com]. Seventy-nine Canadian organizations who have successfully created great workplaces that attract and retain top-tier talent made the list. This special report also includes six reader-friendly articles on how these employers motivated their "super workers" and what smart bosses should apply to their organization to achieve success. These include: 1). Put People First, 2). Give Everyone a Career Ladder, 3). Help People Do Some Good. 4). Make Managers Care, 5). Manage Performance Intelligently and, 6). Create Evangelical Employees. Also included in this issue is a profile of a Canadian business success story: The Rocky Mountaineer vacation railway service ["Railway Ties that Bind." Max Fawcett. pp. 41-42]. A feature article by Steve Brereton "The Power List." pp. 45-52] names influential Canadian leaders who manage large and complex organizations with skill, delivering value to stakeholders and influencing events.

➤ **The March, 2017** issue of *The Canadian Business Journal* [10(3). www.cbj.ca] contains among other items a meeting report from the annual conference of international marketing leaders held in Banff Alberta. ["The Gathering." Angus Gillespie. pp. 29-47]. The objective of this conference is to give the sold-out audience of more than 1,000 participants the opportunity to share their marketing strategies and establish business networks. Other articles of interest in recent issues of the journal include one by Angus Gillespie ["Canada-UK Trade Relations and What to Expect Post Brexit" [pp. 28-37. February, 2017] where he discusses the decision and how the trade relations between Canada and the UK will continue as strong as they have always been. Surespan Wind Energy Services Ltd. is profiled [pp. 108-117]. Based in Ayr, Ontario this company has become one of the fastest growing full-service wind energy companies in North America designing, supplying, and constructing high quality wind energy solutions and installation. Finally in the communications arena, two articles that provide insights into effective Blogging are provided: "Blogging Tips, Tactics and Trends: Survey Results" by Melonie Donaro [pp. 52-59 February, 2017] and "How to Generate Blog Ideas That Will Keep Readers Coming Back." by Marsha Friedman. [pp. 65-69. March, 2017]. ■