



V1.1 2007
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techlife

PEOPLE TECHNOLOGY INNOVATION

ISLAND GETAWAY

EXPANDING MINDS
THROUGH SECOND LIFE

KITCHEN CRASHER

CELEBRITY CHEF DOES HAUTE COUTURE

CABLE KING

JR SHAW PLUGS INTO THE
BUSINESS OF LEARNING

RETHINKING BRANDS

CUTTING THROUGH THE CLUTTER
WITH ADMAN TOM SHEPANSKY

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"ALTHOUGH DEVELOPING CONTENT THAT WOULD RESONATE WITH SUCH A DIVERSE GROUP OF READERS AT FIRST SEEMED A TALL ORDER, THE REALITY IS THAT TECHNOLOGY IS PRESENT IN EVERYONE'S LIFE"

W elcome to the inaugural issue of techlife magazine, bringing stories of people, technology and innovation to alumni, friends, volunteers and partners of one of the country's leading institutes of technology.

This publication is the result of months of feedback gathered in focus groups, surveys and informal conversations. You told us you want stories about people. You want to read about technology in your daily life, you are interested in hearing what NAIT is doing around the world and on the innovation and applied research fronts. Thank you to everyone who helped set the tone and direction for the magazine.

The challenge of producing a magazine that communicates with such a diverse group of readers has provided us with an exciting opportunity to tell stories from the points of view of many different people who have one thing in common - a connection to NAIT.

Although developing content that would resonate with such a diverse group of readers at first seemed a tall order, the reality is that technology is present in everyone's life - and the central theme for all things NAIT, whether it's demonstrating the complexities of a process control lab in the NAIT Spartan Centre for Instrumentation Technology, designing a website to plot a running route or using energy from a fuel cell to heat the swimming pool.

In this issue we bring you successful alumni - Tom Shepansky, partner in the country's most talked-about advertising agency, Don Jones, role model for an entire generation of aboriginal students, and Corbin Tomaszkeski, host of the popular reality TV show *Restaurant Makeover*. We talk to honorary diploma recipient JR Shaw about his journey from founder of a fledgling cable company to namesake for the JR Shaw School of Business - and all points in between. And if that's not enough, we give you an out-of-this-world look at NAIT's newest campus in the virtual world of Second Life.

And because technology means different things to different people, we bring you usable tips from a variety of experts on everything from selecting an energy-efficient water heater to getting better results from your digital camera.

We'll also use technology to reach our readers, with regular web extras at techlifemag.ca and a monthly e-newsletter for subscribers.

Let me know what you think - I hope you're as excited as we are.

A handwritten signature in black ink that reads "Sherri Krastel". The signature is fluid and cursive, with the first name being more prominent.

Sherri Krastel
editor@techlifemag.ca



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Adam Blasberg

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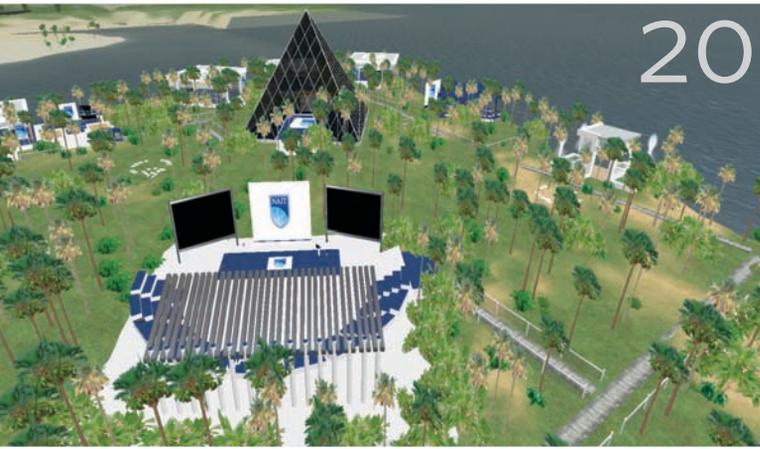
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THE NAIT TRANSFORMATION: BUILDING ON A TRADITION OF EXCELLENCE

It's been a while since we last updated you on NAIT's ongoing success and transformation. There is much to tell, and our new magazine, *techlife*, which replaces *Alumnait*, is filled with many great articles outlining not only what we've been up to, but what some of you have been doing since you last heard from us.

The transformation of *Alumnait* into *techlife* (Editor's note, p. 3) is just one very visible part of our continued drive to achieve our vision for NAIT's future. *Techlife's* expanded reach includes NAIT friends, partners and donors, as well as our growing list of alumni – now at 134,000 globally.

Another key link in our transformation has been the complete rebranding of all visual aspects of the Institute, including our new logo. We're delighted that this exercise – which has changed, unified and improved the look and feel of our publications, advertising, signs and even uniforms and business cards – was led by NAIT alumnus Tom Shepansky (Marketing '83), who runs one of the most successful and award-winning agencies in the country (What's the big idea?!, p. 10).



Our rebranding plays a key role in positioning us more than ever as a leading provider of technical education in business, advanced technologies and skilled trades.

Over the past year, we've celebrated a long list of accomplishments aimed at addressing the ongoing need of business and industry for the best-trained graduates. In a nutshell, we

- launched the Bachelor of Technology in Technology Management, and hope to get approval soon for our Bachelor of Business Administration degree
- named the JR Shaw School of Business, the largest of its kind in Western Canada
- opened offices in Bonnyville Alberta, China and India
- expanded our apprenticeship programs at Fairview Campus
- opened the Waiward Centre for Steel Technologies, the NAIT Spartan Centre for Instrumentation Technology and the NAIT Petro-Canada Centre for Millwright Technology
- will soon open the NAIT Shell Manufacturing Centre
- were named one of Alberta's Top 35 employers for the second consecutive year
- are about to celebrate the completion of our most successful capital campaign ever, the \$50-million Building on Demand campaign.

As well, we've hired a sustainability officer – leading the way among post-secondary institutes in the Edmonton area.

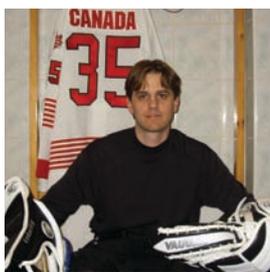
An impressive year to be sure, thanks to the work of many. It's all part of realizing our 10-year vision as expressed in our \$1-billion campus expansion plan, which will increase access to skills training by 50 per cent.

This year promises even more success for NAIT. I hope you will be a part of that success as you continue to be our ambassadors, our partners and our contributors – we couldn't have come as far as we have without your active participation.

Please drop me a line with your thoughts and comments about the ongoing transformation of NAIT into a world-class institute, known beyond our borders for our rich tradition of excellence, our commitment to student success and our creative blending of people, technology and innovation.

Enjoy your new magazine – I know I do!

Dr. W.A. (Sam) Shaw
President and CEO

**GLEN EDWARDS**

Glen Edwards is an award-winning writer who recently left a Vancouver agency to go out on his own. Edwards' first-hand knowledge of agency life provided the necessary insight for him to feel completely envious of Tom Shepansky in our cover story of the Rethink Communications co-founder (What's the big idea?!, p. 10). The gourmet goalie, who travelled to Russia earlier this year to play beer-league hockey during the world men's hockey championships, also knows a little bit about NAIT after spending a year in the Institute's communications department as a covert means to enjoy discount five-star student cuisine and free weekend ice-time.

**NAOMI FINLAY**

Australian-born, Toronto-based photographer Naomi Finlay has a passion for food and loves to capture its freshness and flavour on film. She says cheese shopping and talking food with Holts Café executive chef Corbin Tomaszewski was a "great treat" (Corbin in the kitchen, p. 58). Bitten by an insatiable travel bug while searching through her parents' vacation slides from around the world, Finlay loves exploring and shooting in new locations, especially the many cities she has called home. She has contributed to such publications as Wish, Toronto Life and Up! Magazine.

**LEIGH FREY**

NAIT staff photographer Leigh Frey is an honours graduate of NAIT's Photographic Technology (2001) and Multimedia (2002) programs and teaches a course in photographic portraiture through NAIT continuing education. She says digital cameras are great (Picture perfect, p. 54). "They allow you unlimited experimentation, the ability to view the images immediately and the opportunity to correct any problems that may have occurred."

**CHERYL MAHAFFY**

The trip from Edmonton to Calgary on the Red Arrow to interview JR Shaw reminded Cheryl Mahaffy (No dot about it, p. 38) of Shaw headquarters' move from Edmonton - where the communications empire was born - to its current home in Calgary. Interestingly, the theme resurfaced in her interview with Shaw. "As he recalled Edmonton haunts, including the farm just east of the city where the next generation learned the value of hard work, it was clear that part of his heart remains behind," says Mahaffy. Since hanging out her freelance shingle a decade ago, Mahaffy has written for numerous Alberta publications and co-authored *Agora Borealis: Engaging in Sustainable Architecture* with architect Vivian Manasc. When not writing, she finds herself crafting position papers, gathering fodder for a book, cajoling neighbours to contribute to the community newsletter, and travelling whenever and wherever she can.



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EDITOR

Sherri Krastel

MANAGING EDITOR

Kristen Vernon

ASSOCIATE AND ONLINE EDITOR

Diane Bégin-Croft (Marketing '97)

ART DIRECTOR

Derek Lue

ASSOCIATE ART DIRECTOR

Bonnie Kozak

COPY EDITOR

Jill Pringle

ADVERTISING AND CIRCULATION MANAGER

Della Paradis

CONTRIBUTING WRITERS

Glen Edwards, Kathy Frazer, Rayne Kuntz (Radio and Television '88), Scott MacDonald, Cheryl Mahaffy, Raquel Maurier, Sorcha McGinnis

CONTRIBUTING PHOTOGRAPHERS

Adam Blasberg, John Book (Photographic Technology '87), Naomi Findlay, Leigh Frey (Photographic Technology '01), Jason Ness (Photographic Technology '00)

POSTCARDS

Wayne Goode, Tom Hawkins, Krista Turko (Marketing '06)

CONTRIBUTING EXPERTS

Calvin Coley, Dave Hughes, R. Drew Jeffries

CONTACT INFO

techlifemag.ca

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TAKING TECHNOLOGY TO A HIGHER DEGREE

A new breed of leaders-in-the-making will fill a gap identified by business and industry when they enter the workforce as graduates of Alberta's first bachelor of technology program.

Nineteen full-time and seven part-time students in the inaugural class of NAIT's new Bachelor of Technology in Technology Management (BTech) degree will study social and ethical issues as part of the curriculum designed to bridge the gap between technologists and engineers. The result will be graduates with leadership skills who are ready for management roles.

"The combination of advanced technical skills, theoretical knowledge and critical thinking should give graduates a distinct advantage in the workplace," says president and CEO Dr. Sam Shaw.

NAIT's BTech is the only program in the province to offer graduates of accredited science and engineering technology programs the opportunity to earn a baccalaureate degree in as little as two years. Students can choose to study full or part time in specializations including resources and environmental management, applied building science, electrical and electronics engineering, mechanical and manufacturing technology and general studies.

"These grads will bring to the table another level of skill to fill a void that currently exists within industry," says Peter Stalenhoef, president and chief operating officer, Heavy Industrial, PCL Constructors Inc.

For more information, visit nait.ca/btech.

- SHERRI KRSTEL



NOTHIN' BUT NET

ROOKIE OOKS BASKETBALL PLAYER DALE-MARIE CUMBERBATCH REWROTE THE RECORD BOOK LAST SEASON, ESTABLISHING HERSELF AS ONE OF THE TOP WOMEN EVER TO PLAY IN THE ALBERTA COLLEGES ATHLETIC CONFERENCE (ACAC).

Finishing the season with 602 points, she destroyed the 486-point record set the previous year. Cumberbatch, 19, ranked first in three categories at the provincial and national levels and near the top in every other statistical category.

The Digital and Interactive Media Design student was voted ACAC All Star and named NAIT Female Intercollegiate Athlete of the Year.

Cumberbatch, who aspires to play professionally in Europe, is honoured by the recognition - but says she isn't on the court for the statistics. "I wasn't expecting it. I was just there to be out there and have fun. The records just broke by themselves, I guess."

But not just by themselves. "Dale-Marie was the hardest worker on the team," says her coach and dad, Curtis Nelson. "It's nice from a coach's perspective to have a player like that rewarded with the numbers."

- KRISTEN VERNON

RESEARCH APPLIED

NAIT has been given the go-ahead to apply for federal grants to conduct applied research, solving real-world problems in fields such as manufacturing and health sciences.

The Institute joins a handful of colleges and technical institutes, including BCIT and SAIT, eligible for research grants from the Natural Sciences and Engineering Research Council of Canada.

"This will change the landscape of research in Alberta," says Peggy

MacTavish, director of research and development. "We are here to conduct research to solve problems that industry faces in the marketplace."

NAIT is seeking opportunities to collaborate with other institutes and industry in areas such as manufacturing, mechanical, electrical, chemical, biology and health sciences.

For more information, contact Peggy MacTavish at 780.378.6190.

- SHERRI KRSTEL

'TOP 35' EMPLOYER

NAIT has been named one of Alberta's top employers for the second consecutive year.

The editors at Mediacorp Canada Inc. cite benefits and perks such as maternity top-up payments, free memberships to the on-site fitness centres, 11 days off with pay at Christmas, generous pension plan contributions and tuition subsidies as factors contributing to NAIT's selection as one of Alberta's top 35 employers.

"We are honoured to be recognized once again as one of Alberta's top employers," says president and CEO Dr. Sam Shaw. "At NAIT we focus on excellence, leadership and staff success - to be the best we can be, both as an employer and as a teaching and learning organization."

- KRISTEN VERNON

WHAT'S THE BIG IDEA?!

STORY BY
GLEN EDWARDS

PHOTOS BY
ADAM BLASBERG

TOM SHEPANSKY'S RETHINK COMMUNICATIONS HAS EARNED RAVE REVIEWS FOR GRABBING THE MOST VALUABLE COMMODITY ON EARTH: **YOUR UNDIVIDED ATTENTION.**

Tom Shepansky knows you detest pretty much everyone in his line of work. As one of three founding partners of Rethink Communications, Shepansky realizes you are bombarded with approximately 2,500 commercial messages each and every day. His industry alone is responsible for interrupting you while reading the paper, commuting to work, surfing the Net, watching your favourite TV show or even conducting your private business in a public washroom. What's probably most irritating is that nearly every sales pitch thrown at you is not worth the interruption.

Shepansky is acutely aware that the increasingly commercial existence we call life has evolved to become as much fun as taking a telemarketer's call during dinnertime.

"Consumers hate advertising," stresses Shepansky, enunciating each word as a single sentence. "There are too many commercial messages and too many people spamming you at every corner."

For Shepansky, that's not reason to call it a day, but a call-to-arms for his award-winning advertising firm and its clients. The Vancouver-based agency has made its mark by coming up with the Great Big Idea and sticking to it.

RIGHT: TOM SHEPANSKY AT THE PING PONG TABLE THAT DOUBLES AS THE AGENCY'S CONFERENCE TABLE. RETHINKERS BELIEVE THAT MESSAGES ARE LIKE PING PONG BALLS - PEOPLE LIKELY WON'T CATCH MORE THAN ONE.





Page 1 of Rethink's must-be-memorized manifesto, What We Believe, states: "Our core belief is that a great idea can change everything; it can get people talking; it can break through the clutter; it is always worth fighting for."

Of course, that sentiment sounds more like common sense than something Martin Luther would nail to a church door. However, advertising convention has most ideas forced through a tortuous blender of focus groups, formulas and feedback before being spit out in a form that resembles something you would rather not step in.

"Great ideas by their very nature are novel, different and interesting. They're uncommon - so they're not going to test well," says Shepansky. His firm's pared down process ensures ads are delivered fresh to you - the consumer - with zero additives. Which

is why Rethink's ideas for talking bus shelters, business-development rats and Edmonton Eskimos potpourri have earned rave reviews for grabbing the most valuable commodity on Earth today: your undivided attention.

In the despised world of

advertising, Rethink's entertaining, engaging and spot-on ad campaigns have made Shepansky a hard man to dislike - especially if you know him.

"Tom is one of the greatest guys you'll ever meet," enthuses Grant Stockwell, who worked at Bell Canada when Rethink led the telecom giant's mobility and Solo campaigns.

"He's such a genuinely good person. People warm up to him very quickly and they never lose that connection. Really, it's a testament to his character and his upbringing."

And for the NAIT marketing grad, the origin of his company's complete rethink of agency life and advertising began live, on location, in Edmonton.

Shepansky, 44, was born in Edmonton with advertising in his blood. His father, Jim, was in sales at 630CHED during the days when the radio station played Top 40 and owned the Edmonton airwaves. On weekends during the '70s, the young Shepansky loved tagging along with his dad to radio remotes to soak up the DJs' banter with retail owners, rock music and the high-energy buzz. And somewhere in between the sounds of Supertramp, Pink Floyd and calls to "Come on down!" the future marketing strategist and account director heard his calling.

"I grew up being onsite and soon became intrigued with sales and marketing. I saw what my dad did for a living and how he appreciated the business side of radio. Through CHED, he helped build a lot of Edmonton businesses," recalls Shepansky.

"OUR CORE BELIEF IS THAT A GREAT IDEA CAN CHANGE EVERYTHING"



LOTS OF CREATIVE SPACES TO INSPIRE IDEAS, SUCH AS THIS LEGO-THEMED MEETING ROOM.

Still, the young Shepansky wasn't sure he was cut from the same cloth as his father. So, he turned to NAIT's two-year Marketing program to kick the tires on a potential career. After his first year of general business studies, there was no question where Shepansky's heart lay - not only for his second academic year, but for the rest of his life.

"There was no doubt marketing was my area of interest. I was average during high school. However, at NAIT, for the first time in my life, I was an honours student because I really loved the course material," says Shepansky.

Following his graduation from NAIT in 1983, Tom studied commerce at the University of Alberta. However, it was his NAIT practicum work at an Edmonton advertising firm that landed Shepansky his first paying agency job. He started as a manager on the agency's Klondike Days account and later struck gold when he met workmate Chris Staples, an aspiring writer from Devon who showed a real talent for creative thinking.



The young strategist and his ideas sparkplug would become as professionally inseparable as the Canucks' Sedin twins. The twosome soon migrated to another Edmonton agency to oversee meatier accounts, including the Big Mac of all clients, McDonald's. And when the brighter lights of the bigger city of Vancouver beckoned, they soon found themselves sharing office space – again at Palmer Jarvis. It was while at Palmer Jarvis that Shepansky, Staples and Ian Grais, the third Rethink partner, gained major attention for helping turn the underwhelming agency into a national award-winning firm. At the 1997 Marketing Awards gala in Toronto, Palmer Jarvis's table actually collapsed under the weight of the agency's success owing to the heavy hardware won by the trio.

Shepansky, Staples and Grais were considered the Canadian ad industry's winning trifecta of account director, writer and art director. For many, you can't talk about one without mentioning the other two, says Stockwell, now director of marketing at Boston Pizza.

COCKTAIL PARTY CONVERSATION STARTERS

AWARDS ARE ALWAYS WELCOME, BUT WHAT MATTERS MOST TO RETHINK IS CREATING ADS THAT GET PEOPLE TALKING.

According to Rethink's "Cocktail Party Test," ads should be sufficiently funny, smart or provocative to become conversation fodder at social events.

Here's some Rethink work that has got people talking and clients gushing.

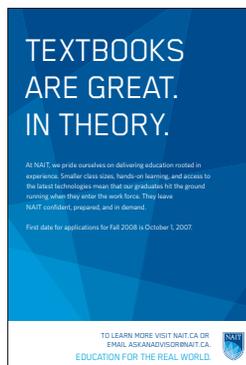
SOLO MOBILE

To highlight the unique walkie-talkie capability of Bell Canada's youth-targeted cellphone, Rethink installed giant-sized, functional mockups of the phones in bus shelters throughout the country, allowing idle transit takers to talk to others across Canada. Ad Critic Top Ten celebrated the campaign's TV spot, which warned how walkie-talkie rumour-spreading at school could lead to a student walking into her own memorial service, much to everyone's horror.



BC LIONS

Rethink reconnected with young sports-minded males by proclaiming the rest of the CFL to be girly men when compared to the local Lions. Last year's campaign included the team-branded Tiger-Cats man purse, Argonauts body glitter and Eskimos potpourri. This year's campaign features the horrified expressions of CFL fans viewing the carnage wrought by the Lions.



NAIT

Rethink refreshed NAIT's brand image in a new campaign that revamped the school's logo, website and advertising. "We have a brand positioning campaign focused on what NAIT wants to be famous for: hands-on learning that combines theory and practice. We've brought to life 'education for the real world' in a variety of ways," says Shepansky. Adds NAIT president and CEO Dr. Sam Shaw, "The feedback we've been receiving has been outstanding. Tom is just very, very good at what he does. Top-to-bottom the whole Rethink team has the same kind of energy and talent."



AN OFFICE ESTHETIC THAT IS COOL, ON AN IKEA BUDGET. THE RETHINK OFFICE, CLOCKWISE FROM LEFT: A WINDOW IN A MEETING ROOM, CLOCKS IN THE LUNCHROOM, THE RECEPTION AREA.

"I suppose you could think of them as one person and Tom could be the soul, Chris the heart and Ian the right brain. But the truth is not so segmented - they share a common vision and strengths - and where they need to fill in for each other, they do," he says. "It was a real privilege to be able to work with these guys. The three of them are proud of the work, but they don't spend a lot of time thinking about it - they're too focused on what's the next cool thing they can do."

And for the three in 1999, the "next cool thing" was to go out on their own. Oh - and no stress - but also to completely rethink how a traditional agency should be run.

Advertising is renowned for high-priced Herman Miller-chaired offices and even larger invoices. So, Rethink stripped down their office to inexpensive, bare



"EVERYONE WORK-LIFE BUT TO ME BALANCE PART OF IT."



bones décor and discarded multiple levels of account managers to make room for their most important investment: the Great Big Idea.

They also proclaimed the Great Big Idea would never be submitted to focus groups, field tests, retunes, reworks and industry formulas. And, the new agency would never let the patron - the client - become the painter.

Imagine someone telling Picasso that adults aged 35-and-over would not be inclined to connect with faces and forms that look like scrambled eggs, or an account manager telling Leonardo da Vinci that most well-heeled males in the arts community prefer their painted women Rubenesque and reclining, rather than seated and demurely half-smiling.

Some would say that great art can't be compared with commercial messages for the masses. But, if done right, the outcome is the same. Shepansky wants their work to connect emotionally with an audience - make you laugh out loud, cry, shiver, say "Wow!" - or at the very least, hold your attention.

But putting idealism into action takes finesse when you're dealing with a customer who, after all, pays the bills, says Rethink's longest-standing client.

"Tom is a wonderful person to deal with as a strategist but he's also a wonderful person to deal with as a human," says David Waterfall, director of

TALKS ABOUT BALANCE, IT'S ABOUT LIFE AND WORK'S JUST

marketing, advertising and promotions for A&W Food Services of Canada. "Tom has a strong gift of seeing the truth in the heart of the matter, but communicating that in a caring way without offending people."

Shepansky also has a humanistic approach to the workplace. Rethink is well-respected for retooling work-life balance in an industry renowned for epic work weeks and mandatory billable time requirements. As Shepansky points out, no one ever comes up with a brilliant idea stressed-out at 3 a.m.

Rethink threw out the punch clock; gives employees a minimum three-week paid vacation on top of Christmas break when the office closes; endorses regular company-wide hooky to take in a ball game, bowling or the slopes; and, most importantly, strives to have all work done during regular business hours.

"Everyone talks about work-life balance, but to me it's about life balance and work's just part of it. I didn't start Rethink to work 70-hour weeks, I started this company to do uniquely great work and have time with my family and friends. If you do that, I believe you're able to rest, recuperate and do better work, which is proving to be the case," says Shepansky.

The Shepansky family - wife Roxanne and children Nolan, 9, and Julia, 7 - recharge their batteries at their vacation property on Salt Spring Island. Shepansky enjoys island life by golfing, fly-fishing and savouring the simple pleasures of cutting the lawn.

However, life at Rethink is far from a vacation - founding a company on ideas is no easy business.

"We're very, very critical of our work. There will literally be a wall of ideas at the end of a brainstorm and we'll say to the team, 'Nothing here is good enough, we're not there yet, keep going,'" says Shepansky. "We're a commercial interruption in someone's day so we'd better well be an interruption worth listening to."

And for someone who is respectful of imposing on your time, and wishes to leave you entertained and nonplussed by the distraction, what's there not to like about Shepansky? ■

COCKTAIL PARTY (continued)

1-800-GOT-JUNK

Live rats outfitted in Got Junk jackets were released into neighbourhoods. The rats found the junk, the consumers found the rats, and the national refuse-removal company came to the rescue. The ad was lauded at Cannes and featured on The World's Funniest Commercials.



SCIENCE WORLD

Rethink brought science to life for Vancouver's interactive learning centre, both on TV and on the streets. The campaign included a TV spot featuring men and women introducing themselves at a formal boardroom meeting by way of French kissing ("Shaking hands spreads more germs than kissing") and a travelling exhibit - a car - that informed curious passersby the vehicle was the size of a blue whale's heart.



A&W

The "Burger family" TV tale of a gruff older father who learns his son and daughter-in-law are having a baby when they order him a Grandpa Burger struck a chord with viewers. "Rethink's campaign connects Canadians to A&W nostalgia, but in a contemporary way," says A&W's David Waterfall. "The response has been equal to the 'Boy and the Root Bear' campaign in the '70s. We've led the industry in same-store sales growth."



WEB EXTRA
See television ads.
techlifemag.ca/brand.htm



WHY YOU DISLIKE ADVERTISING

WEB EXTRA

Don't waste your time advertising. View Tom Shepansky's presentation at NAIT's Insights & Ideas speaker series.

techlifemag.ca/brand.htm

DO YOU DISLIKE MOST ADS BUT CAN'T EXPLAIN WHY? WELL, ALL BAD ADS SHARE COMMON MISTAKES BECAUSE MOST AGENCIES FOLLOW THE SAME WORN OUT RULE BOOK.

Here are four formulas you're sure to pick out and lament, courtesy of Rethink Communications' Tom Shepansky:

IT SLICES, IT DICES

A lot of ads inform, but don't entertain. "What's the point of an ad if we can't tell people about our product in 30 seconds?" complain some clients. The cold, hard truth, "No one cares about your product as much as you," advises Shepansky. And research shows audience engagement comes from being entertained, not educated - unless the ad is about CPR and you're choking at the time.

THREE THINGS TO REMEMBER

Messages are like ping pong balls. Throw someone one, they'll most likely catch it. Toss them three or four at the same time and all balls will likely be dropped. "Our ping pong ball theory is we throw only one ball," Shepansky says. To keep that rule top of mind, Rethinkers brainstorm around a ping pong table and clients in reception are seated next to a light fixture made of glowing ping pong balls.

BUY! NOW!!

Even enlightened clients will insist on having a call to action. But simply asking someone to do something is no guarantee they'll actually do it. "If I were to tell you to buy a steak dinner right this minute, would you?" Shepansky asks rhetorically. An ad can't influence your behaviour until it changes your perception - how you think about something. It's called AIDA: Attention Interest Desire Action. If you go for the action without the rest, you will lose, he says.

LET ME INTRODUCE MYSELF...

Convention dictates that a company's name should be mentioned off the top and often. However, the best way to get someone to change the station is to spam them with your name. Nike ads never tell you why its shoes are better. They never even say "Nike," says Shepansky.

"Our whole belief is keep it simple, one message in an ad, engage and entertain," concludes Shepansky about Rethink's award-winning method. "If you do it in a way that's unexpected, refreshing and different, you'll probably get someone to listen, connect with you and buy your product. Research shows we're beating our competitors hands down because we're doing work that's getting noticed, recalled and translating into more customers. I don't know why more advertisers don't get that."

A MISTAKEN IDENTITY

NAIT RETHINKS ITS VISUAL IMAGE TO CHANGE BRAND PERCEPTIONS

"Yes, I graduated from NAIT. But no, I can't weld."

So said one focus group participant when discussing the question, "What is NAIT known for?"

It was that comment, and others like it, which showed us the time was right to evolve NAIT's image.

That spring '06 market research was done to gauge public perceptions of the NAIT brand. We wanted to know what parents, teachers, employers, high school and post-secondary students and NAIT alumni felt and understood about us.

The series of focus groups pointed out that although NAIT is familiar to all, and well respected for high-quality education, many think of us primarily as a trades school, not a first choice for students with ambitious career goals. In short, they love us but they don't understand us.

Action was needed. We had to take steps to bridge the gap between the public's outdated perceptions and all that NAIT really is – and is becoming.

Our campus expansion plan is radically reinventing the way we look. Degree programs such as the Bachelor of Technology in Technology Management are adding an entirely new level to an already diversified and dynamic program mix. Technical innovation continues to shape our curriculum and our capabilities. It was time our visual identity caught up with us.

We hired award-winning agency Rethink Communications to help. The process of redesigning not just our logo, but the look and feel of all our visual communications, is complex and will take several months to complete, but we've made big strides.

Since its introduction in May 2007, our new visual identity has blossomed on business cards, stationery, publications, advertising, the website and a myriad of items available in the bookstore. Signs, vehicles, uniforms and dozens of internal documents are next.

We're excited about our new identity. It recognizes what four decades has achieved, is in step with who we are and positions us well for who we will become.

STORY BY

KATHY FRAZER

NAIT Marketing Consultant

PHOTO BY

LEIGH FREY

WEB EXTRA

Tom Shepansky speaks about the NAIT brand review project.

techlifemag.ca/brand.htm

BRANDED MERCHANDISE IS AVAILABLE AT THE NAIT BOOKSTORE, OR ONLINE AT NAIT.CA/ONLINESTORE



EVOLUTION OF A BRAND

1963

■ **COURTYARD MOSAIC (1963)**

In the courtyard adjacent to the North Lobby, the mural was designed by Alexander von Svobada and installed for NAIT's opening. It is composed of seven different types of marble and mosaic tile in over 200 colours, contains 600

pieces to the square foot, and measures 3.5 metres by 21 metres. The mosaic depicts the range of NAIT's instructional programs at the time, including chemistry lab apparatus, a paint roller, surveying equipment, a crane, formulas, electronics devices, a microscope and an automobile.



1964

■ **OOK MASCOT ADOPTED (OCTOBER 1964)**

NAIT's original mascot was presented to student Bill Miles by Gordon Rancier of the Department of Indian Affairs and Northern Development. Intended to resemble a snowy owl, the sealskin ookpik was handcrafted at the Eskimo Cooperative in northern Quebec (ookpik is the Inuktitut word for snowy owl). Such handcrafted ookpiks were favoured by the federal government as Canadian souvenirs at international trade fairs in the mid-1960s.



■ **TECHNOLOGY GLOBE LOGO (OCTOBER 1964)**

Created by an electronics student, NAIT's first logo featured a blue arrow, symbolizing the forward thrust of technology, superimposed on a globe, representing technology as a global force. One of the first places the new logo appeared was on the breast pocket of NAIT's official navy blue blazer, an item available in the bookstore for \$35. "Very stylish," according to a front page story in The Nugget, Nov. 12, 1964.



1965

■ **TECHNOLOGY GLOBE MURAL (DECEMBER 1965)**

Public Works authorized Shiela Hardy (Hardy Hardware Ltd. of Edmonton) to proceed with the construction of the technology globe glass tile mosaic mural in the entrance to E Wing on Main Campus.



1974

■ **'FLYING N' LOGO (1974)**

The exact origins of what came to be known by insiders as NAIT's 'flying N' logo are obscure, although we think the graphic was designed by the Alberta Public Affairs Bureau. The stylized letters fit in well with other '70s trends - remember disco music, leisure suits, pet rocks, CB radios and mood rings?



2007

■ **CURRENT OOK MASCOT (2000)**

Since arriving on campus, Ookpik has had its name shortened and has undergone a number of makeovers to create this fourth version of the fuzzy mascot. Says Mike Anderson, who frequently wore the costume from 1998 to 2002, "You lose a couple of pounds each time, but it's worth it. You just become this wild owl. Dance crazy. Jump up on things. Anything to get people going."



■ **NEW LOGO LAUNCHED (MAY 2007)**

Respecting tradition while looking forward, NAIT's vibrant new logo brings design elements from our first technology globe logo into modern context. The shield shape is a timeless symbol that denotes strength, dignity and wisdom. The globe and its interlocking rays connect NAIT with the expanding world of technology and knowledge. The new logo positions us as a contemporary, established post-secondary institute.



■ **NEW COAT OF ARMS (MAY 2007)**

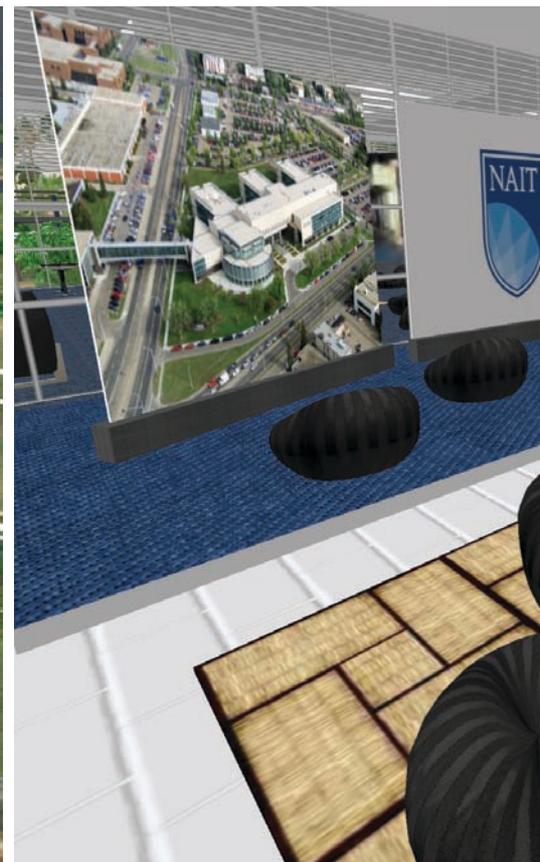
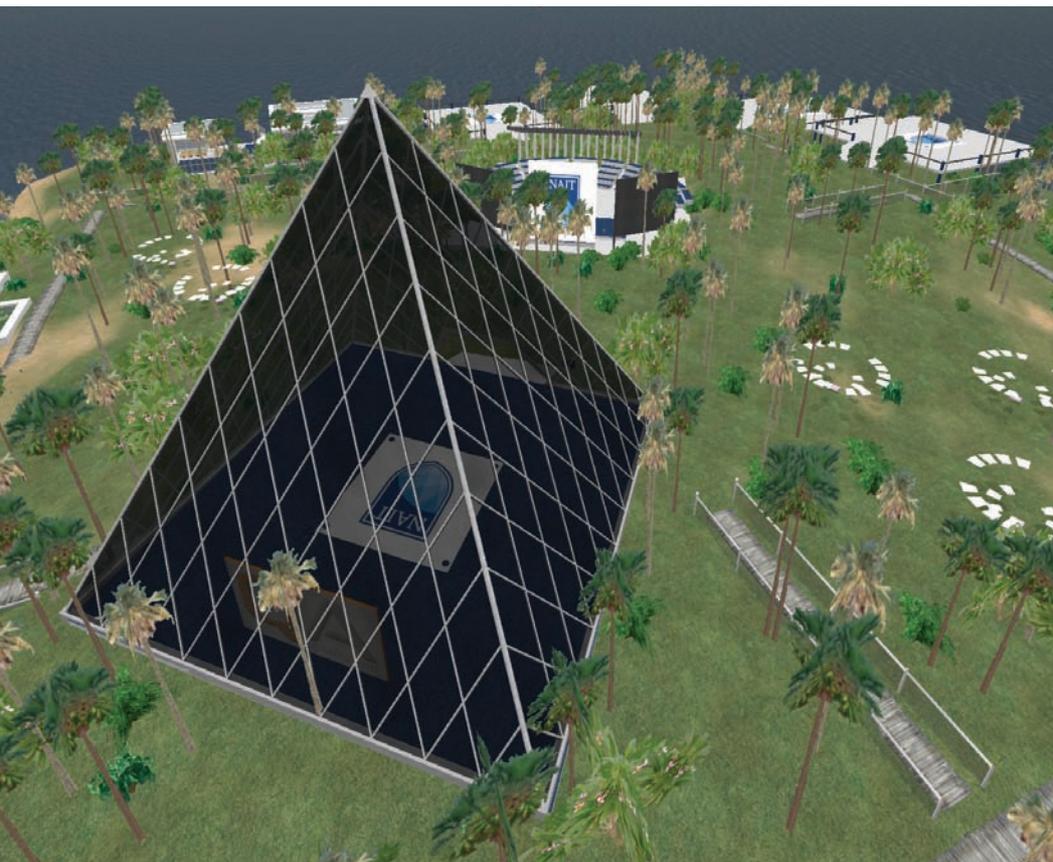
The maple leaf represents Canada; the wild roses, Alberta. The open book is a symbol of NAIT's commitment to learning. The hammer represents NAIT's history in the skilled trades; the key - adopted from the Fairview College coat of arms - has traditional associations with success and prosperity. Our Latin motto *Discere, Efficere, Praestare* means To Learn, To Do, To Succeed.



THE ONLY THING STRONGER THAN OUR PRODUCT IS OUR PEOPLE.

At Waiward, we invest in our people. They always have the right tools to do the job and most importantly, the passion that drives the quality of our steel. Our people set the highest standards to build futures with no limits, and the partnership we have with NAIT creates more opportunity for the years ahead. Steel is strong. Sharing of knowledge is stronger.





WEB EXTRA

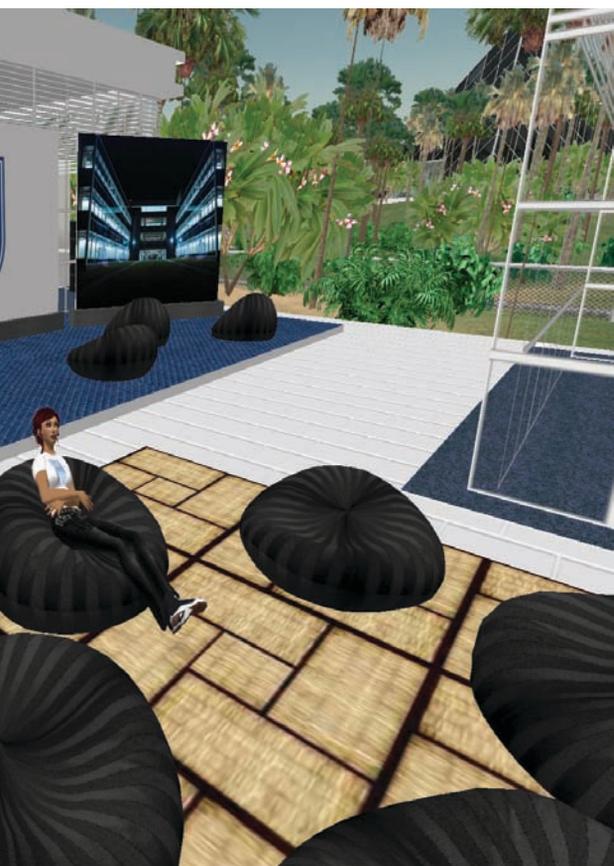
Tour NAIT's new virtual campus and go in-world with related links.
techlifemag.ca/secondlife.htm

THERE'S NO

LIFE

LIKE IT

STORY BY
DIANE BÉGIN-CROFT
IMAGES PROVIDED BY
GAVIN DUDENEY



IT MAY SOUND LIKE SCIENCE FICTION, BUT STUDENTS ENROLLED AT NAIT'S NEW OCEANFRONT CAMPUS ARE LEARNING IN A VIRTUAL WORLD

It's a secluded island getaway with palm trees swaying in the breeze. In the distance, a sailboat is secured to a dock and at the waterfront atrium you can relax to the sound of fountains splashing and birds chirping.

The boardwalks lead to striking, modern buildings equipped with state-of-the-art technologies that facilitate learning through digital presentations, videos, podcasts, RSS feeds and open spaces in which to create virtual student projects.

Fortunately, to get to NAIT's new virtual campus, all you have to do is teleport.

While it may sound more like science fiction than applied learning, NAIT is bringing its students from the realm of real life into the virtual world of Second Life (SL).

The 3-D platform is the product of San Francisco-based Linden Lab, which launched the commercial service in June 2003.

Since then, educators have been exploring the tool as a learning environment.

CLOCKWISE FROM TOP LEFT: A TWO-STOREY BUILDING OF FACULTY MEETING ROOMS ON THE NAIT VIRTUAL CAMPUS, WITH A NEIGHBOURING ISLAND IN THE BACKGROUND.

CAMPUS REPRESENTATIVE NAIT LANE POSED ON THE SAILBOAT ESPERANÇA (PORTUGUESE FOR HOPE), AT THE PODIUM IN THE OPEN AIR AUDITORIUM AND LOUNGING NEAR THE VISITORS CENTRE.

AN AERIAL VIEW OF THE STUDENT EXHIBITION SPACE.



ABOVE: NAIT LANE POSES NEAR THE PAVILION WHERE AVATARS CAN RELAX TO THE SOUND OF THE WATER FOUNTAINS.

NAIT's first formal initiative involves president and CEO Dr. Sam Shaw teaching components of his organizational behaviour class "in-world" – and he's excited by the prospect.

"NAIT has over 250 programs that produce individuals highly skilled in building technologies, interior design, ecological and urban sustainability, mass media, new media, transportation and applied sciences – to name just a few. The possibilities for exploration are endless," says Shaw, known in-world as Fyfe Merlin.

The New Media Consortium (NMC), a group of leading colleges and universities that has the largest educational presence in SL, predicts that within two to three years, virtual worlds will be widely used in education.

NMC hosted a week-long conference in SL in August, at which keynote presenter and CEO Dr. Larry Johnson explained the popularity of these environments and why users spend hours interacting within them.

"This space meets people's deep need to express themselves, and that need is a powerful one. Virtual worlds in general and SL in particular make it easy to express ourselves and to do so in so many fantastic ways," says Johnson, known in SL as Larry Pixel.

He explained that historically, the greatest inventors were given a platform to explore creativity, as opposed to being hampered by not fitting into societal norms.

To foster creativity within its symposium, the NMC conference centre bears the names of various creative geniuses such as Manfred Schroeder and M.A. Krasner – the creators of MP3 technology – on its buildings.

"And this is the best part – these forms of self-expression are really surprisingly natural and accessible. I think we're here in the midst of a huge new store of fertile ground for creativity and innovative ideas," Johnson says.

Unlike virtual worlds in games, stand-alone virtual worlds such as Second Life have no fixed purpose and are contextual in that their members mold the space to suit their needs.

Second Life allows its users – called avatars – to do virtually anything that can be done in real life. Getting a job, shopping, travelling to far-off lands, building structures and even creating movies are possible – and without cost and resource constraints.

Recognizing that the tool is relatively new, some say that its form and uses have yet to be defined.

"The first motion picture cameras were mounted in front of stage plays to capture theatrical performances. We hadn't yet built the constructs for representing visually the stories that were performed on stage," says Dr. Phillip Long, NMC advisory committee chair and associate director of the Office of Education Innovation and Technology at the Massachusetts Institute of

Technology (MIT), “but we began to understand the technology and in the process invented an entirely new way of storytelling.

“We’re at an early stage with virtual worlds, translating real-world activities into virtual spaces. Hopefully, we’ll progress quickly toward developing a new syntax to leverage virtual worlds,” adds Long, known virtually as Radar Radio.

Long is actively involved in the development of MIT’s virtual campus, which went public in August. Since the spring, faculty and students have been using the service for exploration and research on creating original virtual environments rather than merely re-creating real-world processes and spaces.

NMC’s Johnson compared the evolution of SL to the evolution of the Internet in that once created, users were the driving force for its growth – a growth that cannot be ignored by educators who value technology within learning environments.

This sentiment is reflected by Gavin Dudeney, builder of NAIT’s virtual campus and project director at The Consultants-E, based in Barcelona, Spain.

“It would seem very likely the transition that we’re currently seeing from the original flat web into the more interactive Web 2.0, will eventually continue through to Web 3-D, and my inclination is that the web will look a lot more like SL in five years or so.”

Known in-world as Dudeney Ge, he believes that SL is a stepping stone to future technologies and that the question of whether SL will be around in five years depends on its users’ evolution.

“I think it’s important that institutes such as NAIT get the skill set and the experience now in order to be able to support this visual metaphor in the future and leverage the technology to benefit the organization and its learners.”

Now that the basic framework for a NAIT campus is complete, two groups – academic and marketing – have been tasked with managing the evolution of the campus into a meaningful learning tool.

NAIT director of recruitment and student life Leanne McCarthy was key in piloting the project. “It gives an institute the opportunity to create a more universal design that aims to remove barriers,” says McCarthy.

“As long as you can move a mouse, you can operate in this world. Students are not identified by class, socioeconomic status, physical barriers or disabilities; they are identified by an avatar they create, their words and their actions. Because everyone can use these resources, we can facilitate learning,” adds McCarthy, known in-world as LeeAnne Oldbull.

Shaw looks forward to the future. “NAIT has provided a blank canvas for its students to foster the next generation of learning. These learners will grow into well-rounded thinkers capable of that next great idea.” ■

HIGH def

AVA•TAR | 'avə,tär | noun

IN HINDUISM, AVATAR DESCRIBES A BODILY FORM OF A HIGHER BEING ON EARTH. IN GAMING, ONLINE AND VIRTUAL REALITY, AVATARS ARE TWO- OR THREE-DIMENSIONAL ICONS REPRESENTING REAL-LIFE INDIVIDUALS.

In Second Life, avatars are constructed and altered to the user’s liking and can take human, animal or make-believe form. Bodies and clothing can be altered and various gestures can be applied to show actions and emotion.

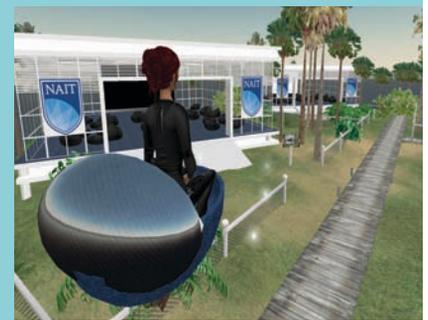
To help with identification, a full name appears above each avatar’s head. Last names are selected from a list, while first names can be defined by the user.

Avatars can belong to groups within the world. They can also have other avatars as friends and are notified when their real-life counterparts are online.

Avatars have an inventory of objects that they collect in-world through purchase in Linden dollars (in-world currency is L\$250 to the US dollar), by copying other avatars’ creations or by creating them in real life and uploading them to Second Life.

Avatars generally walk, run, fly or teleport, although other forms of transportation are possible.

Communication with other avatars is done through typing or voice chat. These actions are recognizable by the avatar’s typing motion or by the audio signal above its head.



ABOVE: A HOVERING VEHICLE BRINGS AVATARS UNFAMILIAR WITH THE ISLAND ON A GUIDED TOUR. PICTURED HERE IS NAIT LANE.

MORTAR AND PESTLE

"I think the mortar and pestle is one of the most underappreciated tools in the kitchen," says Holts Café chef **Corbin Tomaszeki** (Culinary Arts '92). "I don't know why more people don't have one. It's existed for centuries, and you can use it for everything: to make sauces, to make pesto, to grind spices and peppercorns and dried herbs. Plus, it looks good, it doesn't burn electricity, and it works out the triceps and shoulders."

**NESPRESSO D290
CAPPUCCINO/ESPRESSO MAKER**

"Sure it was a small thing, but it disappointed us that clients would often bring their own cup of coffee to a meeting. Not because they thought ours was bad - they never tried it - but because they just wanted a good cup of joe," says **Ken Jurina**, president of Top Draw and Epiar (Marketing '95).

Then they bought the Nespresso D290. After word got out about their espressos and cappuccinos, clients stopped showing up at meetings with their own coffee. And more meetings started taking place at their office.

The secret behind the great java: high quality pre-ground coffee in hermetically sealed capsules, combined with the right water temperature and pressure. "It serves up a perfect cup every time."

GADGETS

TECHLIFE ASKS, THE UBIQUITOUS BLACKBERRY AND IPOD ASIDE, WHAT'S ONE GADGET YOU COULDN'T LIVE WITHOUT?

CORKSCREW

Wine enthusiast **Della Paradis**, NAIT manager of advancement services, has used this wing corkscrew to open bottles for the past 15 years. "It's basic, but it works," she says.

But that doesn't mean Paradis doesn't occasionally think about upgrading. She's been tempted by the popular rabbit corkscrew. She's also considered expanding her wine accessory collection to include a wine pump (which removes air) to preserve the rare unfinished bottle to drink at a later time.

In the end, this simple corkscrew does the trick. "It's better than using my teeth," she laughs.



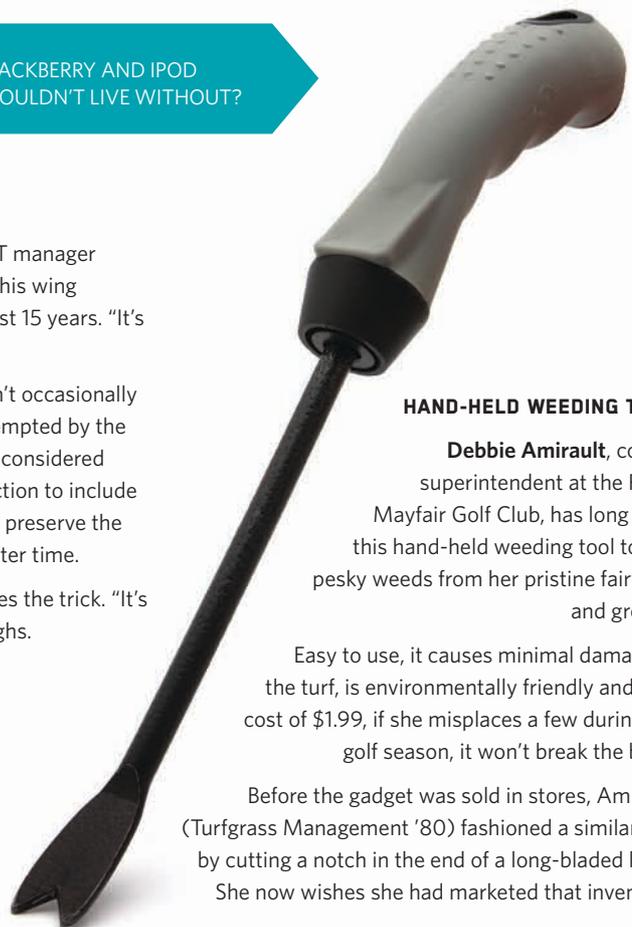
*What's your favourite gadget?
E-mail editor@techlifemag.ca
and tell us why.*

HAND-HELD WEEDING TOOL

Debbie Amirault, course superintendent at the Royal Mayfair Golf Club, has long used this hand-held weeding tool to pull pesky weeds from her pristine fairways and greens.

Easy to use, it causes minimal damage to the turf, is environmentally friendly and, at a cost of \$1.99, if she misplaces a few during the golf season, it won't break the bank.

Before the gadget was sold in stores, Amirault (Turfgrass Management '80) fashioned a similar tool by cutting a notch in the end of a long-bladed knife. She now wishes she had marketed that invention.





MADE TO **measure**

WEBSITE MAKES IT EASY FOR RUNNERS TO PLOT THE PERFECT ROUTE

After watching a fellow runner use a piece of string to measure distance on a map, Randy Troppmann knew there had to be a better way to plot a run.

Four years later, runners and cyclists around the world can map out the perfect route to meet their training or recreation needs using runningmap.com – his interactive website that combines Yahoo! street and satellite maps, a distance calculator and elevation computation.

The resulting “mashup” allows users to calculate the distance of a route in virtually any city in the western world, plot routes based on distance and difficulty, and save and share routes – all for free. Visitors can post photos and point-of-interest markers like washrooms or fountains.

“The strength of the site is the people who use it,” says Troppmann, NAIT multimedia specialist and

founder of web application development company Spin Technologies Inc. “Every time someone saves a route, the application gets better.”

And with more than 20,000 saved routes worldwide, including the London, Boston and New York marathons, the website continues to gain momentum.

Troppmann and business partners Chris Floden and Dave Hohm have logged hundreds of evening and weekend hours creating and improving the site. Today, runningmap.com receives about 50,000 visits each month, up from 20,000 just six months ago – good news for the three as they start looking at opportunities for commercialization.

Plans are in the works to add several new features to the site, including integration with GPS personal training devices and log books that automatically record the weather. These and other services will be offered for a fee.

STORY BY
SHERRI KRASTEL

PHOTOS BY
JASON NESS

THESE DAYS, RUNNINGMAP.COM CREATOR RANDY TROPPMANN (ABOVE) IS PLOTTING MORE THAN RUNNING ROUTES; ALONG WITH HIS BUSINESS PARTNERS, HE'S LOOKING AT OPPORTUNITIES TO COMMERCIALIZE THE POPULAR SITE.

CASHING IN ON EXPERIENCE

WEBSITE CONNECTS AGING WORKERS, EMPLOYERS

A part-time NAIT instructor has created an innovative approach to addressing the skilled labour shortage – a website linking employers with the 50-plus crowd.

Darryl Wall came up with the idea a few years ago while talking to some of his relatives – who were over 50 – about the labour shortage.

When some said they either wanted or needed to continue working past retirement, Wall and his sister-in-law realized there was a niche for the senior skill set.

That led them to create the aptly named online employment centre for seniors, SeniorsforHire.ca, where job seekers can post resumé and employers can post jobs.

“The site has been very successful,” Wall says. “The labour force is aging and employers want to find ways to hire or retain baby boomers. The website was the right idea at the right time – a creative solution for everyone involved.”

– RAQUEL MAURIER



SUPPORTING ROLE

PLATFORM ALLEVIATES PRESSURE OF STANDING ON THE JOB

During a vacation 15 years ago in the Qu'Appelle Valley, Gordon Lamont walked backwards uphill to ease his back pain and strengthen his hips and legs. What began as a trek back to his cabin has turned into a journey that now has the Lloydminster inventor working to commercialize a new technology to bring the benefits of walking backwards uphill to cashiers, machinists and others who stand for long periods.

With assistance from NAIT's Prototype Development program, which provides technical consultancy and prototype development to industry on a cost-shared basis, Lamont has refined his original anti-fatigue platform, the eEquilibrium2™. The sloped fibreglass platform, with an adjustable gluteal rest and seat, is now in limited production ahead of a planned study to further document the benefits of the comfort and therapeutic station.

– KRISTEN VERNON



SERIOUSLY FUN

NAIT GRAD INVENTS BOARD GAME USED BY SCHOOLS TO TRAIN EMERGENCY WORKERS

Edmonton paramedic Joe DeWitte has resuscitated the flashcards she made when studying to be an emergency medical responder 10 years ago. Her trusted study aids now make up the 400 questions that test players' medical knowledge in her new educational board game, EMS CHALLENGE.

“I thought if I could turn it into a board game, a bunch of people could play at one time. It would be a great way for students to study with their classmates,” says DeWitte, who graduated from NAIT as a paramedic in 2001.

Since the game went into production last year, DeWitte has sold more than 180 copies to over 10 schools in the United States, including Boston University and the University of Oklahoma, as well as to NAIT, SAIT, Portage College, Medicine Hat College and St. John Ambulance.

DeWitte, a tenant at NAIT's business accelerator, the Duncan McNeill Centre for Innovation, is now working on games to review first aid and CPR.

– RAQUEL MAURIER
– PHOTO BY LEIGH FREY

PROTOTYPE CHALLENGE HATCHES ONLINE BIRD WATCHING

Hundreds of gulls descend on the Sturgeon River and its muddy banks near its entrance to Big Lake on the southwestern edge of St. Albert. Barely audible announcements from the soccer field just up the road occasionally interrupt the “cuk-cuk-cuk” of the birds on this cool gray summer day.

With a rare nesting habitat on the western bay of the lake, Franklin’s Gull is among the more than 220 species of birds that have been found in the 1,421-hectare Lois Hole Centennial Provincial Park. A freshwater wetland ecosystem, Big Lake is surrounded by small deciduous and coniferous trees and provides many large nesting grounds to migrating waterfowl and shorebirds. The lake has been named an Important Bird Area by BirdLife International, a consortium of conservation groups.

And, thanks to the volunteer steward group Big Lake Environment Support Society (BLESS), birdwatching in the park will soon be an activity for anyone with Internet access.

This fall, the non-profit organization will install a solar-powered, remotely controlled webcam in the park to stream video over the Internet in an effort to support environmental education, generate an appreciation for the local wilderness and advertise the park. Visitors to

bles.ab.ca will be able to take control of the webcam to pan and zoom to view waterfowl and wildlife, as well as capture still images.

The project to bring the flora and fauna of Big Lake to the web went from idea to reality over the past year, thanks to a partnership with NAIT.

BLESS’s proposal was the winning submission to the Prototype Challenge, a competition held last December to introduce the NAIT Department of Research & Development’s Prototype Development program. The program offers technical consultancy and prototype development to industry on a cost-shared basis.

Researcher Darryl Wall not only found a solar-powered, remotely controlled webcam technically feasible, he also identified a turnkey solution that can be adapted to Alberta’s climate. With a \$10,000 grant from the provincial government, BLESS purchased the recommended system, a SolsticeCam by Sun Surveillance.

“This will be a real test of cutting-edge webcam technology. It is intended to be a free-standing, solar-powered unit that should be operable throughout the winter,” says Miles Constable, president of BLESS. “We are all quite excited about this and look forward to its operation.”

The webcam could be streaming park footage as early as this winter.

- KRISTEN VERNON

- PHOTOS BY JASON NESS

SAFETY FROM ALL ANGLES

BUSINESS ACCELERATOR HELPS BRING 3-D TRAINING PRODUCT TO MARKET

Brent McCormick and Steve Zurakowski have a Dynamic Vision.

That vision is being accelerated thanks to the NAIT Duncan McNeill Centre for Innovation, which provides private offices and specialized services to help inventors and entrepreneurs turn business ideas into profitable ventures.

Dynamic Vision provides 3-D visualization, animation and interactive 3-D simulation for industry, engineers, developers, architects and marketers. The company moved into the business accelerator to explore the potential of bringing interactive 3-D simulation to workplace safety training in the oil and gas manufacturing sectors.

At the click of a mouse, equipment and procedures can be demonstrated - leaving employees with a better understanding of tasks and safety precautions.

“Studies show 3-D is far more intuitive than 2-D, which greatly enhances learning and comprehension of technical information. This is of great value when teaching workers safety and operational procedures in the oil and gas industry,” says McCormick, Dynamic Vision’s business development manager.

- KRISTEN VERNON

WEB EXTRA

A sample 3-D simulation.

techlifemag.ca/dynamicvision.htm



A NEW 3-D SIMULATION PRODUCT HELPS TEACH SAFETY AND OPERATIONAL PROCEDURES IN THE OIL AND GAS SECTORS. THIS SCREEN CAPTURE IS FROM A VIDEO ILLUSTRATING HOW STEAM-ASSISTED GRAVITY DRAINAGE WORKS.

NAIT'S 10,000 SQUARE METRE CLASSROOM

The large white panels in the main atrium are designed to reflect light down into the shaft - reducing the amount of artificial lighting required.



Source:
NAIT Capital Projects
and Facilities Operations,
Stantec, Hemisphere
Engineering Inc.

- KRISTEN VERNON
- PHOTOS BY JASON NESS

There's no new-carpet smell in this building. Exposed concrete floors in the hallways and atriums make this one less space in need of carpet cleaning. And when NAIT caretakers bring out the mop, they're cleaning green. Earlier this year, Custodial Services scrubbed conventional cleaners in favour of Avmor's eco-friendly Ecopure and Biomor products.

Concrete floors are made with approximately 10 per cent fly ash, a byproduct of coal-fired electric generating plants that would otherwise end up in landfill, and acts as a partial replacement for the commonly used portland cement. In addition, the reinforcing steel used in the floors is made from 100 per cent recycled content from scrap, post-consumer and post-industrial material.

MINIMAL FINISHINGS IN THE BUILDING THAT HOUSES THE NAIT SPARTAN CENTRE FOR INSTRUMENTATION TECHNOLOGY AND THE NAIT PETRO-CANADA CENTRE FOR MILLWRIGHT TECHNOLOGY MAKE IT A PERFECT LEARNING ENVIRONMENT FOR STUDENTS - AND CONTRIBUTE TO ITS SUSTAINABLE DESIGN AND CONSTRUCTION.

A state-of-the-art recycling system means the cooling water used in instrumentation training equipment no longer runs down the drain during the lesson - saving enough water over the course of a school year to fill four Olympic-sized swimming pools. And the building's design allows frosty winter temperatures to naturally cool the water as it is pumped through the centre for re-use.

These aluminum curtain walls contain at least 70 per cent recycled content and are manufactured in Lethbridge.

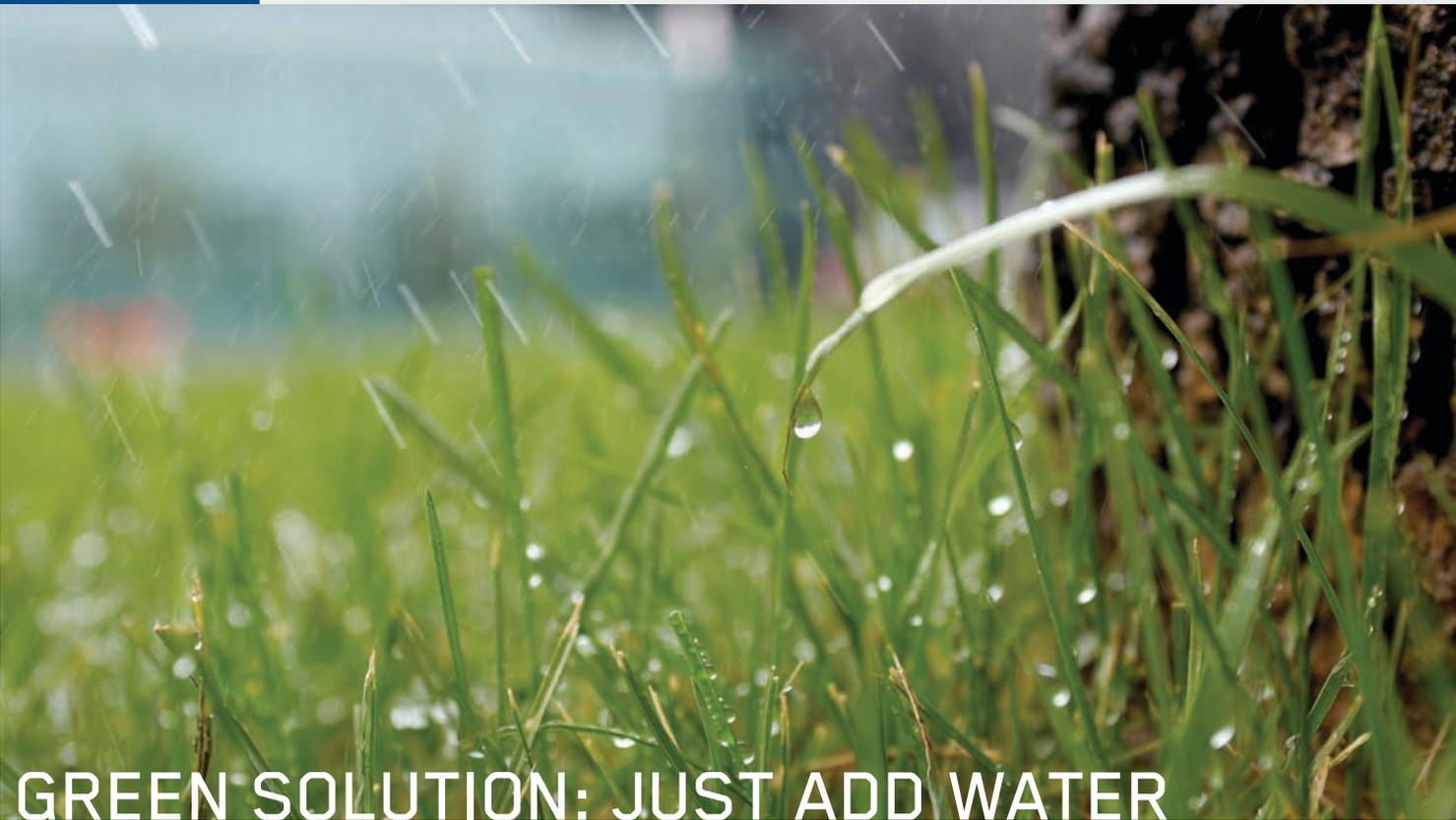


Classrooms and washrooms have occupancy sensors. Lights are a mix of energy saving T5 and T8 fluorescent linear lamps and compact fluorescent lamps.

These floor-to-ceiling windows play an important role in reducing the building's energy consumption. The tinted, coated glass keeps the heat in during the winter and out during the summer, reducing energy loss by as much as 30 to 50 per cent compared to a conventional dual-pane window. And, thanks to daylight harvesting sensors, lighting in the corridors adjusts to daylight conditions as the sun moves around the building.

Developed on land formerly used for military housing, the three-storey building - with underground parking - was designed to minimize the facility's footprint. The building even went through several redesigns to ensure the mature trees along Princess Elizabeth Avenue were spared the axe.

It all points to big savings. This building should consume approximately 50 per cent less electricity for lighting than a standard post-secondary facility, while cutting greenhouse gas emissions by roughly 50 per cent.



GREEN SOLUTION: JUST ADD WATER

When most people think of ways to improve their recycling efforts, they may easily overlook a common recyclable source – H₂O.

Yet it's a source NAIT and the City of Edmonton have been tapping into for the past two years, using the Institute's waste swimming pool water to irrigate city trees and shrubs.

In 2006, when NAIT and the City first piloted the program, tanker trucks sprayed 204,300 litres – about five per cent of the pool's 1.3 million litres of water – onto nearby trees. This year, the City doubled the amount of dechlorinated pool water it took from NAIT to about 408,600 litres.

"The water from NAIT has already been treated, it's already clean and once it's dechlorinated, it's perfect for trees on roadways and plant material in parks," said Doug Costigan, director of river valley, forestry and environmental services with the City of Edmonton. "We're trying to be as efficient as we can with the water we're using."

Jeff Riddle, NAIT's recreation facility supervisor, said the program is a great way for NAIT to be more friendly to the environment.

And, thanks to the success of the NAIT-City pilot project, Edmonton is doing more and similar projects with other swimming pools.

FUELLING THE DEMAND FOR ENERGY OPTIONS

The only commercially operated, high-voltage fuel cell in Canada, NAIT's 200-kilowatt phosphoric acid fuel cell supplies about eight per cent of the Institute's electricity and produces about one million BTUs of heat – equivalent to a person's energy consumption for 1.1 days – to heat the swimming pool and showers in the gym.

"We are very cutting edge using fuel cell technology," says Gilbert Requena, program chair

of Power Engineering Technology at NAIT. "We're fast becoming one of the most credible schools regarding fuel cell technology."

The \$1.3-million fuel cell uses hydrogen to produce electricity and heat with less than half of the carbon dioxide output and 99 per cent less particulate pollution than traditional energy sources.

Since the fuel cell was connected to the power grid four years ago, NAIT has saved \$115,000 a year in electricity and



\$162,000 a year in heating costs, at the same time reducing carbon dioxide emissions by 1,100 tonnes (equivalent to taking 200 cars off the road for one year).

STORIES BY **RAQUEL MAURIER**
PHOTOS BY **JASON NESS**

GOING TANKLESS?

Q: JOE GARON
(INSTRUMENTATION TECHNOLOGY '90) ASKS,

"ARE THE NEW ENDLESS HOT WATER SYSTEMS MORE OR LESS EFFICIENT THAN A CONVENTIONAL HOT WATER TANK?"

A: Although new in Canada, tankless water heaters – small wall-mounted units that heat water as required – have been used in Europe and Japan for 75 years. Generally they are more economical and efficient when used properly.

When a hot water tap is turned on, cold water travels through an electric or gas-powered unit to heat and deliver a constant supply of hot water. Typically, tankless heaters provide 7.6 – 15.2 litres of hot water per minute.

Also called demand or instantaneous water heaters, they avoid the heat loss of standard tanks that constantly heat 200 or more litres.

The lack of storage, however, can be a disadvantage. Smaller units cannot keep up with simultaneous, multiple uses in larger households. A large family may require more than one.

A tankless water heater can cost three times more than a storage tank model but, depending on hot water use and the cost of energy, it can pay for itself in three to seven years and can last 20 years.

The bottom line is that there are applications that suit both styles of hot water heaters.

So in a word or two, yes – maybe.

DAVE HUGHES
CHAIR, PLUMBER AND GASFITTER



MORE Ask an expert, p. 52

DRIVE FARTHER FOR LESS

Q: STEVE DRAKE
(ELECTRONICS ENGINEERING TECHNOLOGY '76) ASKS,

"HOW EFFICIENTLY CAN CARS BE MADE TO RUN? HOW CAN I GET THE BEST GAS MILEAGE POSSIBLE? ARE THERE THINGS I CAN ADD TO MY VEHICLE TO MAKE IT MORE EFFICIENT?"

A: Internal combustion engines that power our vehicles are pretty well at their optimum when it comes to fuel economy. But there are steps you can take to improve your gas mileage.

Keep your car well-tuned and your tires properly inflated and aligned.

Try not to speed up or slow down too quickly and use cruise control on the highway, when it's safe and practical to do so.

Avoid unnecessary idling. If you're stopped for more than 10 seconds, except in traffic, turn off the engine.

In the winter, if you can, warm up your car while driving it; in the summer, minimize your use of air conditioning.

Synthetic motor oil not only helps reduce emissions, but can also improve gas mileage by between one and five per cent.

Fuel additives may also help a bit. But as for so-called gas-saving products and devices such as air intake systems and fuel line add-ons, nothing's been proven to work.

Each year Natural Resources Canada's Office of Energy Efficiency publishes a list of the most fuel efficient vehicle in each class at vehicles.gc.ca. Several of the vehicles are hybrids. I think in the future we'll see more hybrid and even electric cars.

CALVIN COLEY
AUTOMOTIVE SERVICE
TECHNICIAN INSTRUCTOR



PHOTOS BY JASON NESS



NAIT SPARTAN CENTRE FOR INSTRUMENTATION TECHNOLOGY

PHOTOS BY
**JOHN BOOK AND
JASON NESS**

WEB EXTRA

Tour the NAIT Spartan Centre
for Instrumentation Technology.
techlifemag.ca/spartan.htm

OPENED SEPTEMBER 2007

CAPACITY:
720 INSTRUMENTATION TECHNOLOGY APPRENTICES

192 INSTRUMENTATION ENGINEERING TECHNOLOGY
DIPLOMA STUDENTS

BUILDING AREA = 3,865 SQUARE METRES



THIS PAGE, CLOCKWISE FROM TOP: A VIEW OF THE OPERATOR STATIONS FROM THE CONTROL ROOM IN THE IMPERIAL OIL PROCESS CONTROL LABORATORY OVERLOOKING THE DISTILLATION COLUMN.

VISIBLE FROM PRINCESS ELIZABETH AVENUE, THE DISTILLATION COLUMN SEPARATES ALCOHOL AND WATER.

A DIGITAL MULTI-METER MEASURES VOLTAGES, CURRENTS AND RESISTANCE.

ELEVEN INSTRUMENTATION LABS, WITH \$6.5 MILLION OF NEW EQUIPMENT:

- TWO PROCESS CONTROL LABS, VISIBLE ON THE SOUTHEAST AND SOUTHWEST CORNERS OF THE BUILDING. EACH CONTAINS A TWO-STORY DISTILLATION TOWER AND AN ABSORBER STRIPPER TOWER, PROVIDING A

HANDS-ON OPPORTUNITY FOR STUDENTS TO GAIN EXPERIENCE IN THE SEPARATION OF FLUIDS AND THE REMOVAL OF CERTAIN SUBSTANCES

- THREE PROCESS INSTRUMENT LABS
- ANALYTICAL INSTRUMENTS LAB

- PROGRAMMABLE LOGIC CONTROLLERS (PLC) AND SUPERVISORY CONTROL AND DATA ACQUISITION (SCADA) LAB
- INDUSTRIAL COMMUNICATIONS LAB
- COMPUTER AIDED ENGINEERING LAB
- TWO INDUSTRIAL ELECTRONICS LABS

TWO INSTRUMENTATION WORKSHOPS FOR TECHNICAL SUPPORT STAFF

ELEVEN SMART CLASSROOMS WIRED TO TAKE ADVANTAGE OF THE LATEST TECHNOLOGIES



NAIT PETRO-CANADA CENTRE FOR MILLWRIGHT TECHNOLOGY

PHOTOS BY
JOHN BOOK, LEIGH FREY
AND JASON NESS

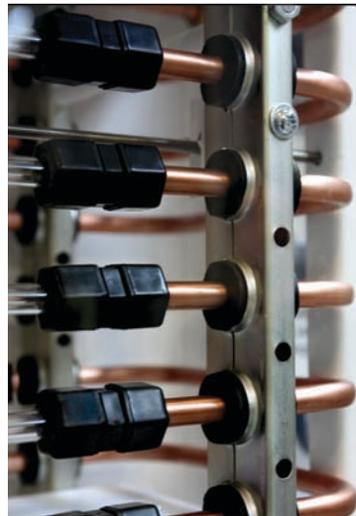
WEB EXTRA

Tour the NAIT Petro-Canada Centre
for Millwright Technology.
techlifemag.ca/petrocanada.htm

OPENED SEPTEMBER 2007

CAPACITY:
700 MILLWRIGHT APPRENTICES

BUILDING AREA = 2,680 SQUARE METRES



THIS PAGE, CLOCKWISE FROM TOP: AN ENGINE/COMPRESSOR SKID UNIT USED IN INDUSTRY TO COMPRESS NATURAL GAS BEFORE IT IS SENT DOWN A PIPELINE.

INDUSTRIAL RIGGING LAB USES AN OVERHEAD CRANE TO SAFELY ROTATE HEAVY EQUIPMENT.

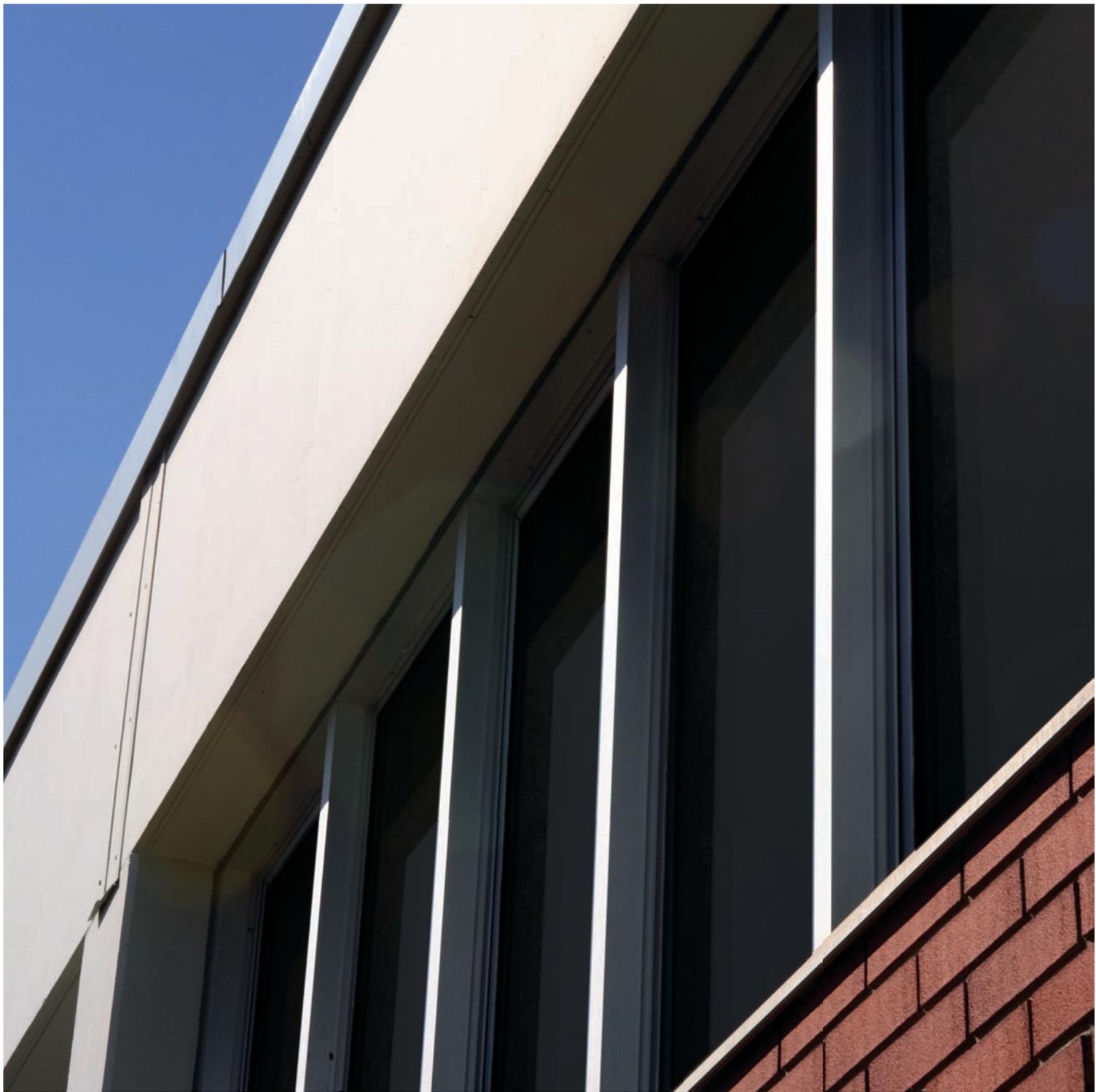
THE CONDENSER TUBES OF A REFRIGERATION TRAINER PROVIDE A CLEAR VISUAL OF A COMPRESSION REFRIGERATION SYSTEM.

A MILL DRILL USED FOR A VARIETY OF MACHINING PRACTICES.

SEVEN MILLWRIGHT LABS ON THE MAIN FLOOR, WITH \$1.6 MILLION OF NEW EQUIPMENT:

- FUNDAMENTAL SKILLS & RIGGING LAB
- ROTARY COMPRESSORS & AIR SYSTEMS LAB
- RECIPROCATING COMPRESSORS & POWER TRANSMISSION LAB
- PRIME MOVERS & FLUID SYSTEMS LAB
- FLUID POWER LAB
- ALIGNMENT & BEARING LAB
- RIG TECHNICIAN LAB
- LAB AREA EQUIPPED WITH A FIVE-TONNE OVERHEAD BRIDGE CRANE

SIX SMART CLASSROOMS ON THE SECOND FLOOR WIRED TO TAKE ADVANTAGE OF THE LATEST TECHNOLOGIES, INCLUDING DATA PROJECTION AND NETWORK ACCESS



NAIT SHELL MANUFACTURING CENTRE

PHOTOS BY
**LEIGH FREY AND
JASON NESS**

OPENING NOVEMBER 2007

CAPACITY:
110 MECHANICAL ENGINEERING DIPLOMA STUDENTS

420 CONTINUING EDUCATION STUDENTS

BUILDING AREA = 2,856 SQUARE METRES



THIS PAGE, TOP: THE PROCESSING STATION OF THE FLEXIBLE MANUFACTURING SYSTEM (FMS), INSIDE THE COMPUTER INTEGRATED MANUFACTURING (CIM) LAB.

FAR LEFT: THE SORTING AND DISTRIBUTION STATION FOR THE FMS.

LEFT: ANOTHER CIM SYSTEM IN THE LAB, FOCUSED ON A DIFFERENT INDUSTRIAL APPLICATION.

NINE LABS WITH \$4.4 MILLION OF NEW EQUIPMENT AND \$5.6 MILLION OF NEW SOFTWARE:

- ADVANCED HYDRAULICS & PNEUMATICS LAB
- TWO MECHANICAL COMPUTER ASSISTED DESIGN LABS
- COMPUTER INTEGRATED MANUFACTURING LAB
- ADVANCED MANUFACTURING LAB
- MANUFACTURING OPERATIONS LAB
- ADVANCED COMPUTER APPLICATIONS LAB
- PROGRAMMABLE LOGIC CONTROLLER LAB
- METROLOGY/INSPECTION LAB

SPECIALIZED PROGRAM OFFERINGS TO BUSINESS AND INDUSTRY INCLUDE 11 CERTIFICATES IN:

- BUSINESS ANALYST LEADERSHIP
- GROUP FACILITATION SKILLS
- PROJECT LEADERSHIP
- PROJECT MANAGEMENT
- OPERATIONS MANAGEMENT

- THREE QUALITY MANAGEMENT PROGRAMS - GENERAL, INFORMATION TECHNOLOGY AND ENVIRONMENTAL
- SIX SIGMA (GREEN & BLACK BELT)
- LEAN MANUFACTURING
- MACHINE-SHOP INSPECTION AND CALIBRATION

NO DOT ABOUT IT, JR Shaw fitting namesake for School of Business

STORY BY
CHERYL MAHAFFY

PHOTOS BY
LEIGH FREY

WEB EXTRA

Watch a video
tribute to JR Shaw.

techlifemag.ca/jrshaw.htm

As I enter his outer sanctum in Shaw headquarters, nine floors above Calgary's Eau Claire District, a warm and genial Scotsman rises to perform his own introduction. "Hello, I'm JR Shaw," he says, a smile deepening the creases around his brown eyes. "JR with no dots."

Born James Robert, the patriarch of the sprawling Shaw Communications empire changed his legal name to JR Shaw a decade ago to avoid confusion with son Jim, who'd taken the reins as CEO. For JR, who gets a quiet chuckle out of wearing a name that alludes to J.R. Ewing of the '80s TV hit *Dallas*, it's a point of pride that "nobody else has it without dots."

Like nobody else. That's JR, the entrepreneur for whom NAIT's business school was named earlier this year. Here's a man who turned a personal hankering for more channels into Canada's second largest cable company, pulling regulators and naysayers in his wake. A man who, unable to achieve key business agreements with Edmonton City Hall in 1995, reluctantly decided to relocate his business headquarters to Calgary. A man who brought fair play and humanity to the hard-scrabble world of empire-building—proving, as the *Financial Post* once put it, not only master strategist and shrewd dealmaker "but a darn nice guy to boot."

RIGHT: JR SHAW STANDS
IN FRONT OF SHAW
COMMUNICATIONS' VALUES
IN THE LOBBY OF THE
COMPANY'S CALGARY
OFFICES.





POSITIVE, CAN DO ATTITUDE

ACCOUNTABLE BALANCE

Dressed casually in a plaid open-collar shirt, today JR appears more kindly uncle than member of Canada's "rich 100." Yet hints of that reality abound in the boardroom that forms the backdrop for our chat. Here's a stack of elegantly boxed copies of *Above and Beyond: The JR Shaw Family History in Life and Business*, a 500-page work-in-progress rich with full-colour photos. On an easel across the room stands a schematic for the Blue Devil Golf Course in south Calgary, another in a growing clutch of "little side ventures, not necessary but nice."

At 73, eight years after handing day-to-day leadership to son Jim and a team that includes his three other children, JR still comes to work every day when home in Calgary. "I need to make sure they haven't rented my office out to anybody else," he jokes, making light of his role as executive chair of Shaw Communications Inc. Yet it's likely he'll be among the last to leave Shaw Court tonight.

"The harder you work, the luckier you get," JR told convocating NAIT students in May while adding an honorary diploma to a hefty cache of awards that already includes three honorary doctor of laws degrees

and induction into the Order of Canada. Today, he echoes the theme: "Hard work overcomes a lot of weaknesses."

JR readily admits to learning that maxim the hard way after taking a minimalist approach to his business administration degree at Michigan State University. "I worked just hard enough to get through, and I've paid for it all my life," he says. "But I did get a PhD in the business of life."

JR's on-the-job training began as a youth in rural Ontario. "My dad was an entrepreneur of huge magnitude," JR says. "I consider him the first generation in this business." Alongside successful exploits in trucking, pipeline construction, drive-in theatres and pipe-coating, Francis Shaw invested in London, Ontario's fledgling cable industry in 1953 – and urged his sons to do the same.

Both JR and his brother, Les, began their careers in their father's Ontario pipe-coating business, which was ahead of the pack in both materials and application. With a branch plant in Regina and plans gelling for another in Edmonton, JR persuaded his wife, Carol, to move to Edmonton in the early '60s to eliminate his frequent westward commutes. Suddenly deprived of cross-border TV signals and recalling his father's prediction that cable would grow, JR began laying the groundwork for cable in Edmonton even as he built the pipe-coating plant. (That plant is now part of ShawCor, a global energy services company led by Les's branch of the family.)

Introducing cable to Edmonton took persistence. It wasn't until 1970, four years after incorporating as Capital Cable Television Co. Ltd., that the Shaws won a licence here. What's more, their licence covered less than half of Edmonton and allowed import of just one commercial and one noncommercial station. Given those parameters, cable operators in Vancouver and Ontario predicted failure, JR recalls. "We didn't yet have the experience of the baseball field in Iowa, but we said, 'If we build it, more will come.'"

JR's first foray into B.C. reflected the same penchant for opening doors through friendly relationships that marked his father's path. Stuck in Penticton with an ailing motorhome, JR and Jim visited Lloyd Gartrell, the cable pioneer in that part of Eden. On hearing that Gartrell had just agreed to sell the business pending regulator approval, JR said, "If it doesn't work out, just give us a call." The call came and, after some serious negotiation, JR and the team had a good excuse to holiday in the Okanagan – if they could find the time.

Mergers, buyouts and swaps have escalated in the decades since, building an empire that now includes cable, direct-to-home satellite, high-speed Internet, telecommunication services, digital telephone, radio/television stations and specialty channels – not to mention side ventures and community service.

BELOW: JR SHAW DISPLAYS THE ART OF HIS SUCCESS WITH AN IMPRESSIVE COLLECTION OF CANADIAN ARTWORK IN HIS CORPORATE GALLERY.

"THE HARDER YOU WORK
THE LUCKIER YOU GET...
HARD WORK OVERCOMES A
LOT OF WEAKNESSES."





STILL IN THE PLANNING STAGES, THE NAIT CENTRE FOR BUSINESS ENTERPRISE WILL BE HOME TO THE JR SHAW SCHOOL OF BUSINESS AND INCREASE ACCESS TO BUSINESS PROGRAMS BY 65 PER CENT.

JR speaks with pride of the honesty, teamwork and customer focus that keep this huge, capital intensive enterprise humming. With 2.2 million households on Shaw cable and some 800,000 satellite customers, the company can capitalize on whatever quirks the technology may bring, he adds. "Between fibre optics and coaxial cable, we've got a superhighway right into people's homes."

Like JR, all four of his children started low on the pole, earning their senior positions in the Shaw family of businesses. Having played the absentee father more often than not, JR says he's grateful for the time they spend together now. "I guess I'm catching up on what I missed while they were growing up."

Navigating the tricky terrain of transition, JR tries hard to support his children in their strengths rather than dominating the roost. "I don't want to manage from the grave," he says. Yet he adds, "When you've built a company from scratch and you were there when the first customer was hooked on and the first cable was laid, it's not easy to turn it over to anybody."

Always the gentleman, JR agrees to show me around his expansive inner sanctum, which sports a sampling of the Canadian art the family has purchased over the years. "I feel very blessed," he says. "It's been a heck of a run." ■

A SCHOOL BUILT ON VALUES

THE JR SHAW SCHOOL OF BUSINESS HAS SET ITS SIGHTS ON BECOMING CANADA'S PRE-EMINENT ACADEMIC BUSINESS INSTITUTE, A CENTRE WHOSE RESEARCH AND TEACHING TOGETHER EMULATE THE CABLE PIONEER'S BUSINESS STYLE.

"JR Shaw is the type of leader we want our students to strive to become," says NAIT president and CEO Dr. Sam Shaw (no relation to JR). "He is hardworking, visionary, community-minded and has strong ethical values."

Indeed, it was JR's commitment to community service that first pulled him into NAIT circles. He helped lead the fundraising campaign for NAIT's South Learning Centre, donated precious items such as a 1949 Oldsmobile to auctions and chaired the Board of Governors from 1990 to 1997.

"NAIT is an important institute," JR says, noting that his own team includes many graduates. "It trains workers who are ready to hit the road and contribute." The very idea of lending his name to NAIT's business school took some getting used to, he adds. "I just hope I can live up to what it's going to turn out to be."

Already the largest diploma and applied degree granting business school in Western Canada with more than 2,900 full-time and 11,000 part-time students, the JR Shaw School of Business is poised to expand. A \$178-million Centre for Business Enterprise will increase access to business programs by 65 per cent.

The Institute has also committed significant resources to attract staff who will collaborate with such leading schools as Harvard, MIT and the University of Alberta to do research and equip a new generation of business leaders to make a difference in tomorrow's world.

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STORY BY
RAYNE KUNTZ
PHOTOS BY
JASON NESS

NAIT ALUMNA GROOMS GREENS FOR WORLD'S LEADING GOLFERS

*TECHLIFE JOINED THE SUPERINTENDENT OF THE ROYAL MAYFAIR GOLF CLUB
AUG. 14 DURING A PRACTICE ROUND AT THE CN CANADIAN WOMEN'S OPEN.*

This is the biggest and highest-profile assignment of Debbie Amirault's career.

The superintendent of Edmonton's Royal Mayfair Golf Club has been at the course since 4 a.m., making sure conditions will be perfect when the best female golfers in the world tee-off later today for their practice round at the CN Canadian Women's Open.

At 6 a.m. she heads to the driving range, where she starts a hole-to-hole inspection – part of her daily routine throughout the tournament, the only Canadian stop on the LPGA Tour.

"Aaron, let's do four strips tomorrow and that dew has got to be off those tees," she says to assistant Aaron Francoeur, explaining how wide she wants the grass cut on the driving range.

"Okay, for sure."



Amirault speeds off in her golf cart. Minutes later and halfway down No. 10 fairway, she calls Francoeur on the two-way radio. "You need to send someone down 10, there are little grass clippings all over the place. You tell them to go up and down the fairway; I don't want to see a grass clipping."

"You got it."

"Then double-check them."

Amirault is a bundle of energy despite the early hour and the single-digit temperature. With her mitts on, her breath as visible as the mist coming off the ponds and a radio clenched in her hand, it's full steam ahead.

Ask any of her staff and they'll tell you she's always in overdrive. But despite her direct approach and demand for prompt action, most refer to her affectionately as "Mom."

"My crew is amazing; I have got guys that have been with me for years."

Superintendents from other golf courses are also helping during the tournament. "We are a close bunch, everyone helps each other out," Amirault says. "I get emotional just thinking about all the support I have received."

When she arrives at the 10th hole, a couple of her colleagues are checking the speed of the greens with a rudimentary wooden device called a Stimpmeter.

"You are at 11.3? So we are going to go for 11.3 to 11.5," Amirault tells Wade Peckham, the superintendent of Edmonton's Highlands Golf Club.

Consistency is a top priority when grooming greens for the pros. "That is what the LPGA wants us to keep them at all week. Because if [the golfers] are practicing now and all of a sudden it goes to 14 (a faster speed) on their starting round, it screws them up," she says.

Amirault is one of the few women to reach the level of superintendent. She graduated from NAIT's Turfgrass Management program in Fairview in 1980 and has spent most of her career at the Mayfair.

"IT'S ONE OF MY TOP,
FAVOURITE COURSES. THE
CONDITION IS AWESOME.
I NEVER SAW A BROWN
SPOT OUT THERE."

— MICHELLE WIE

She says the course was an easy sell to LPGA officials. "The Royal Mayfair has a reputation. It is a Stanley Thompson course and has been chosen as one of the top 100 courses in Canada."

If you ask long-time members of the Mayfair, or tournament officials, they'll tell you Amirault's dedication is a big part of what makes the Mayfair worthy of hosting this calibre of golfers.

"When you think about what goes into pristine conditions - first of all you have to have an expert. [Amirault] is an expert, there is no question about that," says Rick Desrochers, chief operating officer and managing director of championships for the Royal Canadian Golf Association.

The Mayfair has hosted its share of top golfers, but nothing compared to this field. The talent includes the LPGA's No. 1 ranked player, Lorena Ochoa, Canadian superstar Lorie Kane and teen phenom Michelle Wie.

Wie, who at the tender age of 17 has already played some of the finest courses in the world, doesn't hesitate when asked to rank the Mayfair.

"It's one of my top, favourite courses. The condition is awesome. I never saw a brown spot out there."

When the comment is relayed to Amirault, you can tell by her smile it's that kind of praise that makes the months of work and the long days that still lie ahead worthwhile.

"Most superintendents don't like the spotlight or high profile," she says. "We like to do our job and do it well, but we like to be recognized and respected."

Amirault tries hard to recognize her crew's efforts. Beside a sign that reads, "Deb's Dirt Boys and Girls Club," there's a patio where her workers can refuel and relax. And she's planned a bash when the tournament ends.

But that's still several days away and there's plenty of work ahead. After all, it's only Tuesday; the real pressure hits Thursday when the golfers start playing for the \$2.25 million purse and the Mayfair's perfectly manicured greens, fairways and bunkers are televised around the world. ■

BELOW: DEBBIE AMIRAULT'S GROUND CREW HIT THE COURSE BEFORE DAWN TO MAKE SURE GOLFERS GET A PERFECT LIE, EVEN IN THE SAND TRAPS.



CN CANADIAN WOMEN'S OPEN ROYAL MAYFAIR GOLF CLUB EDMONTON AUG. 13-19, 2007

- WINNER LORENA OCHOA
- OCHOA FINISHED 16-UNDER WITH A 268 TOTAL
- SHE EARNED \$337,500 FOR THE WIN
- DURING HER TELEVISED ACCEPTANCE SPEECH, OCHOA THANKED DEBBIE AMIRAULT AND HER CREW FOR THE EXCELLENT CONDITION OF THE GOLF COURSE
- A RECORD CROWD OF NEARLY 65,000 TOOK IN THE TOURNAMENT
- THE ROYAL CANADIAN GOLF ASSOCIATION HAS SAID THE TOURNAMENT WILL BE BACK IN EDMONTON



HITTING THE ROAD to higher education

STORY BY
SORCHA MCGINNIS

PHOTO BY
JASON NESS

PARENTS' EXPECTATIONS PAVE THE WAY FOR ABORIGINAL ROLE MODEL

Don Jones still has the suitcase his parents gave him when he graduated from high school. The maroon and black Sears bag is held together with duct tape, but the 40-year-old Ojibway man hangs on to the piece because of what it represents.

When he was growing up on the Ketegaunseebee First Nation near Sault Ste. Marie, Ontario, the third-youngest of 10 children, Jones's parents encouraged him to study and pursue a career that would not only challenge and excite him, but would serve others. When Jones graduated from Grade 12, the expectation was he'd leave home to do just that.

"There was a set of luggage as a gift for each child who graduated from high school," says Jones. "It was the next step. It meant you were going somewhere else. You got your Grade 12 diploma and then you moved on."

Jones earned his millwork and carpentry certificate ('88) and later, two diplomas in engineering technology - construction and architecture ('90 and '95, respectively) - from NAIT. He continues to call Edmonton home and today works as a construction project manager for Public Works and Government Services Canada.

He's found the ideal career, but his work at NAIT isn't finished. He is now passing on his parents' enthusiasm for higher learning as vice-president of the NAIT Aboriginal Alumni Chapter.

Jones hopes the new chapter will attract aboriginal students to NAIT, foster a sense of belonging in students and encourage them to continue their education in spite of roadblocks.

"I personally wanted to get involved because the importance of education was instilled in me and my nine brothers and sisters since I can remember," says Jones, who previously served on the board of the Canadian Aboriginal Science and Technology Society. "All of my brothers and sisters - and now my parents, too - have at least a two-year college diploma. Five have a university degree, including three with master's degrees."

Diana Blackman, NAIT's aboriginal liaison co-ordinator, considers Jones a role model and has featured him in a NAIT poster series distributed to First Nations and Métis communities.

"It's important for us to be visible," says Blackman. "When you see someone from your community being successful and profiled like that, you think, 'I can do that too.'"

Last year, NAIT had approximately 300 full-time aboriginal students. Blackman suspects the number is higher since many students are reluctant to identify themselves as aboriginal - an attitude the alumni chapter hopes will change.

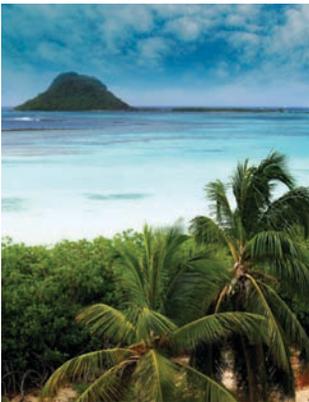
For more information on NAIT's Aboriginal Alumni Chapter, contact Diana Blackman at 780.471.7613 or e-mail dianab@nait.ca. ■



10 WAYS

TO GET INVOLVED WITH NAIT

- 1 **Support a student - donate a scholarship**
Student Awards
780.491.1339
- 2 **Support the Ooks - attend a game**
naitooks.com
- 3 **Volunteer for Info Week**
Feb. 4-7, 2008
Student Recruitment
780.471.8874
- 4 **Consider NAIT in your will - make a bequest or other planned giving**
Department of Advancement
780.471.8800
- 5 **Join an alumni group**
Alumni Relations
780.471.8539
- 6 **Refresh your skills - take a Continuing Education course**
nait.ca/continuingeducation
- 7 **Nominate someone for an alumni recognition award**
nait.ca/alumni
- 8 **Offer industry tours and networking opportunities**
Department of Advancement
780.471.8800
- 9 **Be a mentor to prospective and current students**
Alumni Relations
780.471.8539
- 10 **Hire a graduate**
Student Employment
careers@nait.ca



MARCH 8, 2007

HELLO FROM SUNNY ST. VINCENT AND THE GRENADINES!

Directing a film crew to produce a promotional DVD for the Ministry of Tourism and Culture is everything I thought it would be - and more! We've spent the past three days sailing through the gorgeous Grenadines on a chartered yacht, stopping to capture the beauty of each island to share with tourists around the globe.

After writing an unsolicited proposal to the government, landing the \$200,000 contract, writing the film script, hiring the crew and planning the logistics of this 14-day film shoot in the Caribbean, it's exciting, rewarding and surreal to be standing here on the white sand beach, watching my vision come to life.

When I went into advertising, I never dreamed I'd be lucky enough to market a country - never mind one that's made up of 32 picturesque islands and cays in the calm, turquoise waters of the Caribbean! I guess

it just goes to show that if you have an idea, no matter how farfetched - like pitching promotional videos to the tourism ministries of 20 islands - you should pursue it...it just might take you places.

Gotta run, we're about to film Donald Trump's five-star resort on the island of Canouan!

Cheers,

KRISTA TURKO
(MARKETING '06)
Marketing Director Media-Masters
Creative Communications Inc.

*Krista Turko was named one of the
2007 Sizzling 20 under 30 by
Edmontonians magazine.*

PHOTOS BY **TOM HAWKINS**

WEB EXTRA

Watch the promotional video.

techlifemag.ca/stvincent.htm

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TOP: IN ADDITION TO VOLUNTEERING FOR THE HIV CENTRE, WAYNE GOODE (IN GREEN) HAS ALSO BEEN HELPING IMPROVE LIVING CONDITIONS FOR ORPHANS. "AFTER MY FIRST VISIT TO THE ORPHANAGE, I WAS SHOCKED AND QUITE UPSET. NO CHILDREN SHOULD HAVE TO LIVE IN THESE TYPES OF CONDITIONS," HE SAYS.

BOTTOM LEFT TWO IMAGES: A BEDROOM BEFORE AND AFTER RENOVATIONS. THE CHILDREN NOW HAVE BUNK BEDS, ALONG WITH NEW MATTRESSES, BEDDING AND MOSQUITO NETS, THANKS TO A GRANT FROM THE BRITISH HIGH COMMISSION.

BOTTOM RIGHT TWO IMAGES: THE LAUNDRY AREA BEFORE AND AFTER RENOVATIONS.



OCTOBER 4, 2007

GREETINGS FROM TZ,

Things here are busy as usual, maybe even a little busier. The number of patients at the HIV Care and Treatment Centre at Kagera Regional Hospital in Bukoba continues to rise and all of the organizations behind the centre want statistics, so the database I developed as a volunteer IT manager is quite popular.

I've also started a database for Partage Tanzania - an NGO that helps overburdened families and orphans - to track results of a homeopathic malaria prophylaxis trial the organization started. I didn't really need any more work, but it's interesting and Partage is a great organization.

My girlfriend Alana Hardy works with them on a volunteer basis. She really likes working with the orphans - she's only been here a month and she's already taken in a grumpy little character named Baraka who was living at the shelter we've been supporting in the village. He's probably about two, but is small for his age. We think he was undernourished for a long time and then he became sick. Alana has spent the last 10 days caring for him at a mission hospital about 55 kilometres out of town.

Once he gets over the malaria and an intestinal infection, we're going to bring him home to stay with us until he's stronger.

Alana, a registered nurse, is getting a close look at health care here and really appreciates how good it was to work in the Canadian health care system.

I've got an old *piki piki* (motorcycle) now and it's been great for getting back and forth between work and the hospital. I really enjoy cruising across the lush African countryside. You should try it sometime.

Well, I guess that's all the news for now. Hope everything in Edmonton is well. Try to stay warm. ☺

WAYNE GOODE
(COMPUTER ENGINEERING TECHNOLOGY '99)
NAIT Computer Engineering Technology Instructor

On leave from NAIT, Wayne Goode travelled to Bukoba, Tanzania in February 2006, for a two-year term with Voluntary Services Overseas Canada.



Q: What is your favourite travel destination?

Q: What is your favourite brand?

Q: What do you consider the most useful skill in today's workplace?

CARLA ALEXANDER

NAIT grad, Chef and owner of Soul Soup

Destination: New York City!

Skill: The ability to work with different types of people – you can't go wrong if you treat people the way you'd like to be treated.

Brand: Edmonton's Greens, Eggs & Ham food suppliers.

JOHN CHOMIAK

2007 Distinguished Friend of the Institute; President & CEO of Hemisphere Engineering Inc.

Destination: Anywhere a cruise ship is going.

Skill: A good attitude and good communications skills.

Brand: Hemisphere and Charolais cattle.

GAVIN DUDENEY

Project director, The Consultants-E; Architect of NAIT Virtual Campus in Second Life

DESTINATION: Brazil.

SKILL: Multi-tasking!

BRAND: I'm not very brand-oriented, but I do love Sony laptops.

DON JONES

NAIT grad; VP of NAIT's Aboriginal Alumni Chapter

Destination: Banff.

WE ASKED 10 PEOPLE TO WEIGH IN ON THREE GALVANIZING QUESTIONS. HERE'S WHAT WE HEARD.

Skill: The ability to work in a team environment.

Brand: Tim Hortons.

PEGGY MACTAVISH

NAIT director of R&D

Destination: Turkey – hands down.

Skill: Communication – without it you're isolated and business stagnates.

Brand: Any tried-and-true brand.

LEANNE MCCARTHY

NAIT director of recruitment and student life

Destination: Home – Pasadena, Newfoundland & Labrador.

Skill: Critical analysis.

Brand: I don't consume by brand, but NAIT is the brand dearest to my heart!

MARK NICKEL

NAIT grad, 2007 Spirit of NAIT award-winner and environmental specialist

Destination: Home to Saskatoon – or any place I haven't been before.

Skill: Being organized and on time.

Brand: Any brand that gives me the best quality for a reasonable price.

DONALD J. OBOROWSKY

NAIT grad; President & CEO of Waiward Steel Fabricators Ltd.

Destination: Anywhere in the world I have not yet been.

Skill: The sound application of one's mind.

Brand: Waiward!

LYNDA STEELE

NAIT 2005 honorary diploma recipient; News anchor, Global TV Edmonton

Destination: Canmore.

Skill: Flexibility – being able to react quickly and efficiently to unexpected developments with grace, intelligence, creativity and good humour.

Brand: Global, of course! – and Lululemon.

TERRY WALD

NAIT HR director

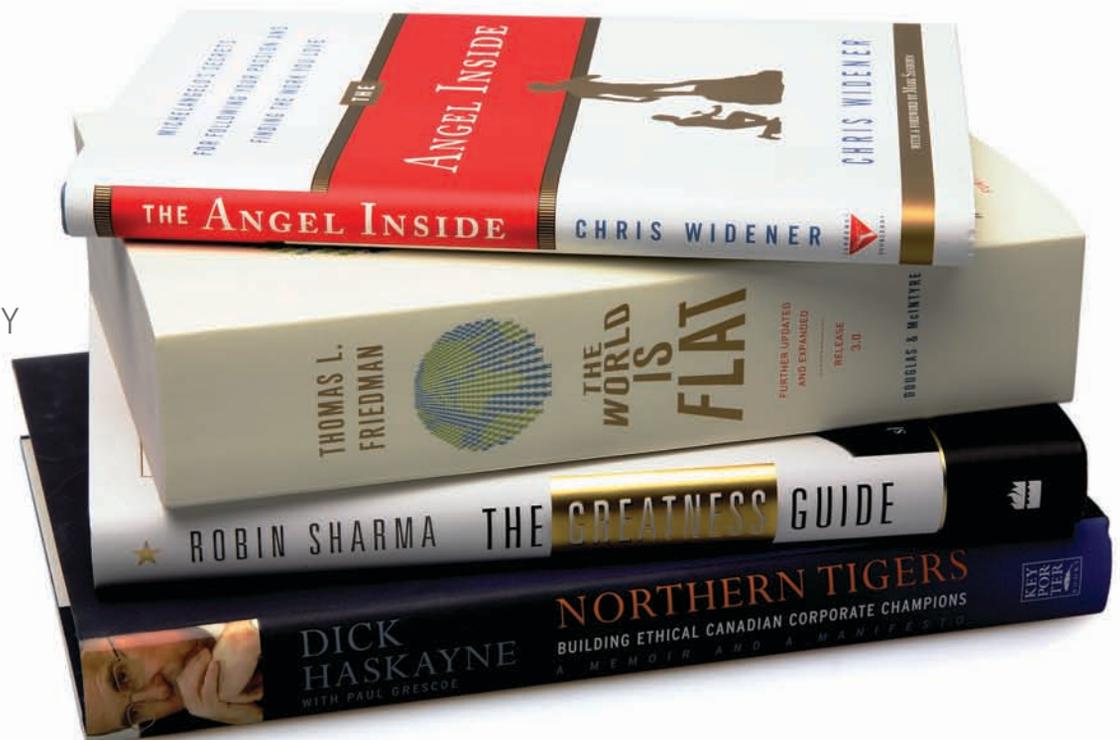
Destination: The Okanagan.

Skill: Interpersonal skills.

Brand: Other than NAIT – BMW. It consistently conveys an image of quality, performance, luxury and reliability.

OFF THE SHELF

WE ASKED FOUR SUCCESSFUL ENTREPRENEURS TO RECOMMEND A BUSINESS-RELATED BOOK THEY'VE RECENTLY PULLED OFF THEIR SHELVES.



THE ANGEL INSIDE: MICHELANGELO'S SECRETS FOR FOLLOWING YOUR PASSION AND FINDING THE WORK YOU LOVE

Chris Widener (2007)

Recommended by:

KRISTA TURKO, marketing director with Media-Masters Creative Communications Inc. (Marketing '06)

A business parable with a powerful message, *The Angel Inside* "conveys the powerful message that there is a masterpiece within each of us, waiting to emerge," says Turko, "and that true success in both your life and your work stems from doing what you truly love - following your passion."

THE WORLD IS FLAT [FURTHER UPDATED AND EXPANDED; RELEASE 3.0]: A BRIEF HISTORY OF THE TWENTY-FIRST CENTURY

Thomas L. Friedman (2007)

Recommended by: **TOM SHEPANSKY**, partner, Rethink Communications (Marketing '83).

Shepansky says Pulitzer Prize-winning New York Times journalist Thomas Friedman's update on globalization "makes me think differently."

Now in its third edition, *The World is Flat* details the rapid changes in technology and communications that have levelled the economic playing field, putting people - not countries or companies - in the driver's seat of "Globalization 3.0," with terrorists using the same tools of the flat world to their own ends. "This book takes a look at our history to provide us with great perspective on the future," says Shepansky.

THE GREATNESS GUIDE: THE 10 BEST LESSONS LIFE HAS TAUGHT ME

Robin Sharma (2006)

Recommended by: **TRAVIS HOLOWACH**, owner of ComFree Edmonton (Marketing '99 and Finance '00)

Hollowach enjoyed the big-picture approach of this book, recommended through the local Entrepreneurs' Organization. The book focuses on changing the way people think and manage their lives. Given his hectic schedule, he found the bite size portions of the book - most chapters were no more than two pages - easy to get into and read on-the-go. "Like having a coach by my side, I would learn a new idea and practise that for the day. Before I knew it, I was thinking like a totally different person."

NORTHERN TIGERS: BUILDING ETHICAL CANADIAN CORPORATE CHAMPIONS

Dick Haskayne with Paul Grescoe (2007)

Recommended by: **JR SHAW**, executive chair of Shaw Communications Inc., and 2007 Honorary Diploma recipient

This memoir and personal manifesto of Calgary business leader Dick Haskayne gets the nod from the NAIT School of Business namesake for its corporate survival-of-the-fittest message. Haskayne uses colourful anecdotes to recount his successful career and commitment to business ethics and private philanthropy, addressing the need to create domestic tigers that can withstand "predatory takeovers by foreign corporations."

SORE EYES for sight?

Q: S. KWONG
(COMPUTER SYSTEMS TECHNOLOGY '00) ASKS,

"DOES IT HARM YOUR EYES TO SWITCH BETWEEN TWO PAIRS OF GLASSES WITH SLIGHTLY DIFFERENT PRESCRIPTIONS?"

A: You will not damage your eyes by wearing different optical prescriptions. After switching you may feel nauseated, develop a headache or objects may be blurred, but these are symptoms of adaptation.

Vision is a function of the brain. Eyes are like camera lenses that gather information, but it is the brain that translates information into images.

With a new prescription, floors and walls often seem to have new curves, but the distortions disappear within hours to a couple of days. This effect is the brain adapting to the information based on a new optical prescription.

When alternating between two pairs of glasses, you will often notice a "swim" effect with the newest pair. Even with two sets with the same prescription, a simple thing such as a different front curve can cause discomfort, but you should typically adapt within minutes to a few hours.

If you don't adapt to a new prescription fairly quickly, you should consult your dispensing optician.

R. DREW JEFFRIES
PROGRAM COORDINATOR
NAIT OPTICAL SCIENCES

PHOTOS BY
JASON NESS AND LEIGH FREY

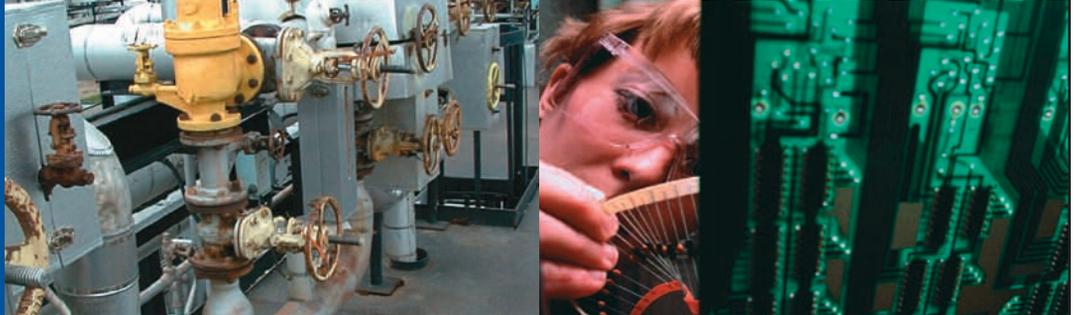
EYE GLASSES PROVIDED
BY VISIONMED

DO YOU HAVE A QUESTION YOU'D LIKE TO SEE ANSWERED?

Submit it to editor@techlifemag.ca and one of NAIT's many experts may provide an answer in a future issue.



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PICTURE P

TAKING PROFESSIONAL QUALITY PICTURES WITH TIPS FROM NAIT ALUM AND STAFF PHOTOGRAPHER LEIGH FREY.

DIGITAL PHOTOGRAPHY ALLOWS FOR UNLIMITED EXPERIMENTATION, GIVING YOU THE ABILITY TO VIEW IMAGES IMMEDIATELY AND THE OPPORTUNITY TO CORRECT ANY PROBLEMS THAT MAY HAVE OCCURRED.

HERE, WE LOOK AT HOW TO TAKE BETTER PICTURES INDOORS BY ADJUSTING A FEW CAMERA SETTINGS AND ENSURING PROPER LIGHTING.

BETTER PICTURES INDOORS

Have you ever taken a picture and thought to yourself "Wow, that is going to be a great picture!" but when you looked at the display it was not as good as you expected?

This happens because the human eye has the amazing ability to process and adjust information accurately. Most of the time, digital cameras also do this, but sometimes they can be tricked, leaving you with a disappointing image.

Don't give up because of a disappointing image. Often by making simple adjustments to your camera's settings, you can correct these problems. Read your camera manual and get to know your camera's features and how to use them. Always keep the manual close for reference. And, experiment with test shots around the house before the big event.

TIP:
RECOMMENDED ISO USAGE:

ISO 50 FOR BRIGHTLY LIT SCENES

ISO 100-200 FOR NORMAL WELL-LIT SCENES

ISO 400 AND HIGHER FOR DARKER SCENES

TIP:
USE THE LOWEST ISO POSSIBLE. THE HIGHER THE ISO USUALLY MEANS MORE NOISE AND LESS SHARP IMAGES.

CORRECTING IMAGES THAT APPEAR TOO LIGHT OR TOO DARK



ISO 100



ISO 200



ISO 400

This problem is a result of incorrect exposure. There are two simple ways to correct exposure problems.

1. ADJUST THE ISO

ISO (International Organization for Standardization) settings determine the sensitivity and responsiveness to light. A brighter scene requires a lower ISO setting, while a darker scene requires a higher ISO.

PERFECT



ADJUSTED EXPOSURE: -1



NORMAL EXPOSURE



ADJUSTED EXPOSURE: +1

TIP:
OVEREXPOSE YOUR SUBJECT BY +1 TO GIVE SKIN A FLAWLESS APPEARANCE.

TIP:
IF YOUR SUBJECT IS BACK-LIT INCREASE THE EXPOSURE BY +1 TO BRIGHTEN THE SUBJECT OR DECREASE THE EXPOSURE BY -1 TO CREATE A SILHOUETTE.

2. USE THE EXPOSURE COMPENSATION

Exposure compensation (some cameras may refer to it as EV or exposure value) allows you to adjust the exposure by increasing or decreasing the amount of light that is being recorded. Increasing your exposure by +0.3 or more will brighten your image while decreasing your exposure by -0.3 or more will darken your image.

TIP:
KEEP IN MIND THAT THE CLOSER YOUR SUBJECT IS TO THE WINDOW, THE MORE INTENSE THE LIGHT WILL BE AND THE MORE YOUR SUBJECT WILL BE LIT.

TIP:
THE SIZE OF THE WINDOW AND INTENSITY OF LIGHT WILL DICTATE HOW CLOSE YOUR SUBJECT SHOULD BE TO THE WINDOW.

CHOOSING A LOCATION WITH FLATTERING LIGHT

Another easy way to create a great photograph is by taking advantage of window light.



DIRECT SUNLIGHT

Avoid harsh, contrasting light that is created by the sun shining directly into a room. This will create unflattering shadows on your subject.

Instead, choose a location that is not in direct sunlight or has light created from an overcast day. This type of light has a soft, natural quality that is more flattering to your subject.



INDIRECT SUNLIGHT

This photo was taken at the same time as the direct sunlight shot, but three steps out of the direct sunlight.

TIP:
YOU MAY WANT TO TRY USING YOUR FLASH WHEN YOUR ONLY OPTION IS TO PHOTOGRAPH IN DIRECT SUNLIGHT. THIS WILL MINIMIZE HARSH SHADOWS.

TIP:
IF YOUR SUBJECTS APPEAR TO BE TOO BRIGHT WHEN USING YOUR FLASH, TRY TAKING A STEP BACK.

ADJUSTING THE FLASH FOR AN OPTIMAL SHOT



NO FLASH



FULL POWER OF THE FLASH



INTENSITY OF THE FLASH -1

NOW THAT YOU KNOW HOW TO TAKE BETTER PICTURES, IT'S TIME TO SHOW THEM OFF.

Wherever life finds you, techlife magazine would like to profile interesting stories in upcoming Postcards (p. 47-49). Submit your stories and images (300 dpi or greater) for consideration to editor@techlifemag.ca.

Often when taking pictures indoors, the overall photograph may look good but your subject may appear dark or have shadows under the eyes.

Try using your flash. By using your flash you can fill in the shadows to give your subject a more flattering appearance.

Some cameras give you the option to turn the intensity of the flash down. By using this option, you can enhance the photograph even further. ■

SEEING RED?

TIPS FOR RED-EYE REDUCTION

Red-eye, visible in colour photos taken with flash, is caused by light reflecting off the blood vessels of a person's retina. Photoshop CS3 has a great automated feature that removes red-eye.

The image must be in RGB mode.

• **IMAGE MENU → MODE → RGB COLOR**

In the Tools Palette choose → **RED EYE TOOL**

(This tool is grouped with the Spot Healing Brush, Healing Brush and Patch tool.)

Simply click on the red-eye area.

If necessary adjust the pupil size and/or Darken Amount settings, undo the correction and try again to get the desired result.

In cases where you find that the Red Eye tool does not detect the red-eye area, here's how to do it manually.

Create a new layer and draw a circle over the pupil. Feather the area to soften the edge.

• **SELECT MENU → FEATHER (OR IN SOME VERSIONS MODIFY → FEATHER)**

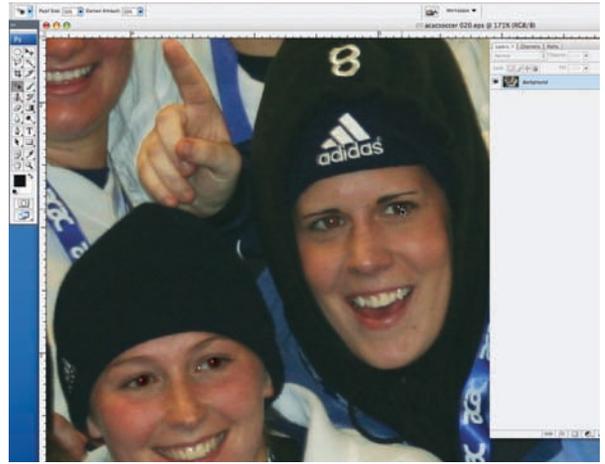
Use the Eyedropper tool in the Tools Palette to sample the pupil colour from a different area. Using the Paint bucket tool fill the circle with the sampled colour.

Choose the Layer Blending mode that works best for the area.

Select from **OVERLAY OR SOFT LIGHT**

DEREK LUE

TECHLIFE ART DIRECTOR



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STORY BY
SCOTT MACDONALD

PHOTOS BY
NAOMI FINLAY

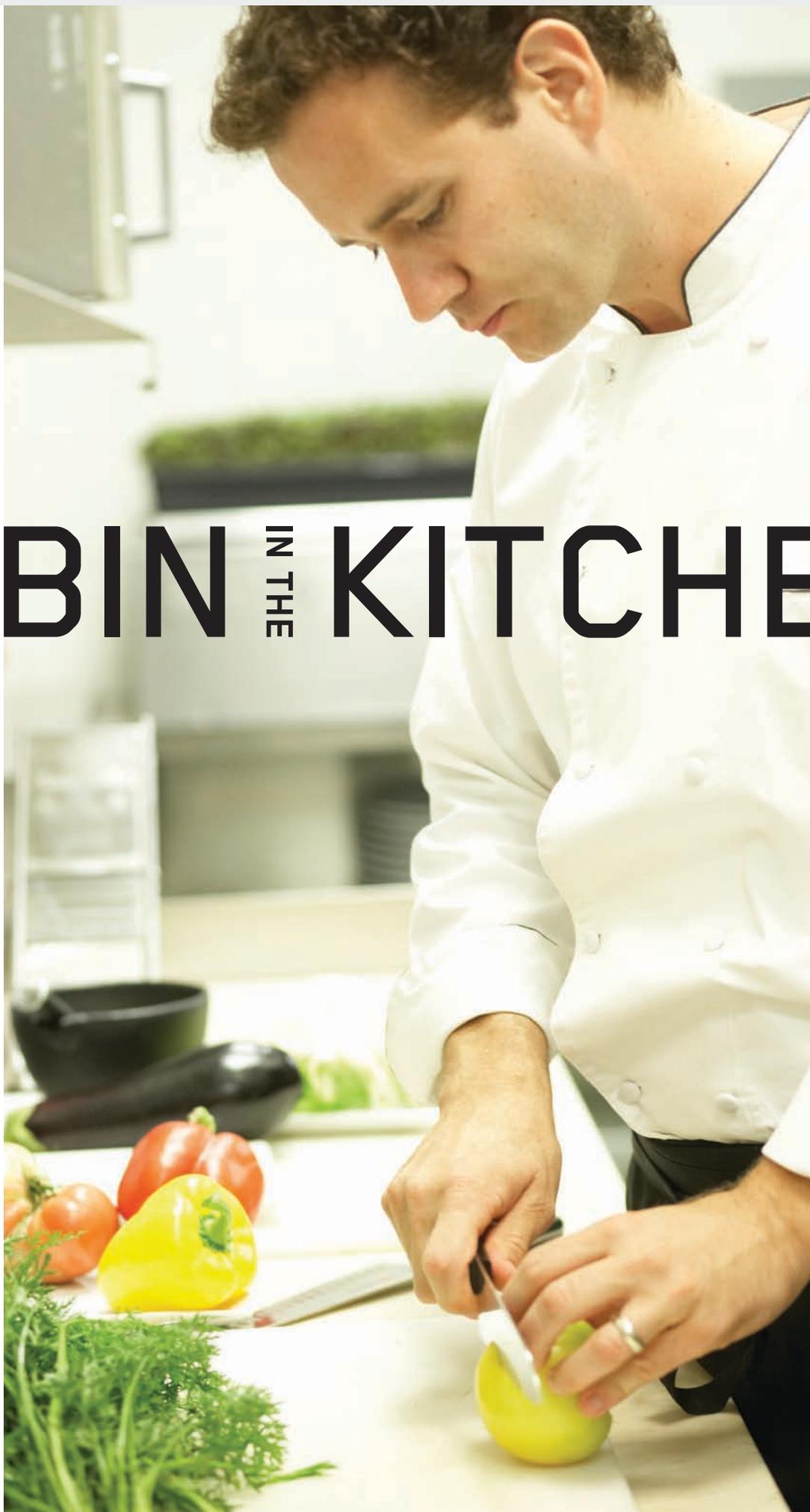
RESTAURANT MAKEOVER HOST
REINVENTS DEPARTMENT
STORE CUISINE

CORBIN IN THE KITCHEN

Corbin Tomaszeski has the kind of laugh that might alarm you if you were sitting next to him in a dark movie theatre: it doesn't build, it just leaves his mouth in one hearty, loud "HA!" In conversation, however, the shock is mitigated by his friendly smile and his handsome, slightly goofy, boy-next-door quality.

If you've seen him on the Food Network reality show *Restaurant Makeover*, in which he and a rotating collection of chefs help devise new menus for struggling restaurants, you probably remember him as the jovial, easy-going one. And sure enough, the persona is no act. "The guy I play on *Restaurant Makeover* - that is the guy I am in real life," Tomaszeski says.

We are sitting in the swank surroundings of Holts Café, the 80-seat restaurant he operates inside the flagship Holt Renfrew store in Toronto's tony Yorkville neighborhood. The café - a gleaming, white-tiled oasis tucked behind the ladies' lingerie department - is populated almost exclusively by couture-clad women carrying overflowing shopping bags. You get the distinct impression some of them are here for the cute 35-year-old chef as much as for the food.





As Tomaszeski explains, this is not the kind of cooking environment he imagined for himself at the outset of his career, but he's come to embrace it. "I truly do love what I do."

Raised on a cattle farm near the tiny village of Warburg, Alberta, Tomaszeski fell into the culinary arts at an early age. "I remember being in the kitchen when I was just a little kid, watching my older sister and my mother cook," he says. "I was barely the height of the stove and I'd be on my tiptoes looking to see what was going into the pots and pans."

When he got a bit older, his mother capitalized on his keen interest and delegated some of the cooking chores to him. "I just took over a little bit of the kitchen duties here, a little bit there, until eventually I could do it all myself."

At 17, Tomaszeski enrolled in NAIT's School of Hospitality, graduating top of his class in 1992. He did a few years of journeyman work, then a chef friend suggested he take over his position as executive chef at the Holt Renfrew restaurant in Edmonton.

"My immediate response was 'No way!'" laughs Tomaszeski. "I didn't want to cook quiche for ladies who lunch, and the only experience I'd ever had with Holt Renfrew was with a sales associate who tried to spray me with something from the perfume counter."

"I HAD NO INTENTION OF BEING ON TV."

After submitting to an interview, however, he realized a position as head chef – at the still-tender age of 24 – was too good to pass up. He also began to see that Holt Renfrew was more than sales clerks – that it was, as he insists now, the place to go for world-class fare.

Little did he know that he was about to embark on the culinary experience of a lifetime, that he and his team would not only prove that food is fashionable, but would create gorgeous food and special events for some of the world's most influential and high-profile people, including top designers and celebrities.

In the end, management narrowed it down to him and one other candidate. To decide the matter they came up with a cook-off. "Which is not how these things are usually decided," he laughs. Tomaszeski never found out what the other guy cooked, but it was clearly no match for the tandoori chicken dish he prepared. He won the contest and began what turned out to be a three-year kitchen stint.

In 2000, Tomaszeski was asked to move to Toronto – a place he'd had no intention of living – to revitalize the food and beverage operations of the Holt Renfrew flagship store. Upon arriving, he was teamed with a merchant in the store's gift and gourmet business and told to come up with a concept for the then-mouldering rooftop restaurant. "Our original idea was to turn it into a 190-seat dining room – a five-star, gourmet place. But they came

back and said, 'No, that's ridiculous, it'll never fly!'"

Which is when Tomaszeski went back to the drawing board and hit on something much simpler and possibly even more buzz-worthy: the tartine. Tartines, by definition, are merely French-style open-faced sandwiches – or, as Tomaszeski puts it, "bread with spread." But as he saw it, they had two major sources of appeal to Holt Renfrew customers: nobody in North America was doing them, and they would be made, in this case, with the reigning king of breads: Poilâne.

"I knew of Poilâne bread from my visits to Vancouver, when I'd go to a food market called Urban Fare," explains Tomaszeski. "They used to fly it in from France and they'd call it the \$100 loaf."

A heavy sourdough bread with a thick golden crust, Poilâne is made exclusively in Paris and then couriered to psychotically dedicated carbohydrate lovers around the world. Though it doesn't actually cost \$100, it is expensive: Tomaszeski buys it in bulk for about \$24 a loaf, but a single loaf can set you back \$40 or more. "Sometimes people ask why we don't just use bread from the local bakery down the street," says Tomaszeski. "But it's not about that. It's about setting us apart from everybody else."

After the sandwiches became a hit with customers, Tomaszeski became known as "that tartine guy," and he was eventually tapped to appear on the Food Network's *Crash My Kitchen*, a reality show in which he invaded people's homes and showed them how to improve their terrible cooking habits.

"I really had no intention of ever being on television," he says. "But the producer of the show was a regular customer and she called and asked me to audition."

Tomaszeski still remembers walking into the casting agency: "I'd just left work, so I'm in my white chef's jacket looking totally dorky – like, 'Hi, I'm Mr. Chef!' – and there are all these starving actors there, and I'm thinking 'I so do not belong here...'"

Though *Crash My Kitchen* lasted only one season, Tomaszeski was subsequently asked to join the cast of *Restaurant Makeover*, a much better fit. "On *Crash My Kitchen*, I was still new to TV and I think I was trying to be what other people wanted me to be," he says. "But on *Restaurant Makeover* I get to be myself – sarcastic, fun, passionate."

By the end of our interview, Holt Renfrew is closing for the day, and Tomaszeski gathers up his things and walks me to the door. Heading down the escalator, I ask him about the slight controversy that has always dogged *Restaurant Makeover*: the fact that so many of the restaurant owners complain afterwards about the "improvements."

"Um, yeah, I dunno, I think maybe it's the (interior) designers that they have the problem with," he says. Then he throws back his head and laughs: "All I know is: they never complain about Corbin in the kitchen!" ■

FENNEL AND PISTACHIO CRUSTED LAMB LOIN WITH POTATO CRISP, MOLITERNO POTATO PUREE + WILD MUSHROOMS

RECIPE COURTESY OF
HOLTS CAFÉ CHEF
CORBIN TOMASZESKI

YIELD:
3-4 SERVINGS

LAMB

1 lb lamb rack (trimmed and frenched)
1 cup red wine
2 cups lamb or beef broth
1 bouquet garni

MARINADE

4-6 tbsp. extra virgin olive oil
1 tbsp. Dijon mustard
2 shallots, finely chopped
1 clove of garlic, finely chopped
1/2 tsp. cracked black pepper
3 tbsp. maple syrup

TOPPING

3 tbsp. toasted pistachio nuts, crushed
1 tbsp. toasted fennel seeds, crushed
1/2 tsp. toasted cumin seeds, crushed
1 tbsp. maple syrup
salt and pepper to taste

METHOD

Combine marinade ingredients and brush over the trimmed lamb rack. Marinate overnight.

Sear lamb in pre-heated sauté pan until lightly browned. Remove lamb and deglaze sauté pan with wine and lamb broth. Add bouquet garni and simmer on low heat until reduced by half. Strain the sauce through a fine sieve and season with salt and pepper to taste. (Option-thicken sauce by whisking in 2 tbsp. of small, chopped pieces of cold butter.)

To complete the lamb, use a mortar and pestle to crush the pistachios, fennel and cumin seeds; combine. Brush the top of the seared lamb rack with maple syrup and season with cracked black pepper and sea salt to taste. Sprinkle the nut and seed topping over the maple glazed lamb rack and pat until a thin crust is formed on top of the meat. Place crusted lamb rack on a small baking tray and roast in a pre-heated 400 F oven for approximately 10-12 minutes. Remove from heat and rest for 10 minutes.

To present, place one large spoonful of the potato puree on an oversized plate. Arrange the crisped potato ring on top of the potato puree. Slice the lamb rack into individual chops and place two pieces in the centre of the potato ring. Serve with sautéed wild mushrooms and the lamb reduction.

MOLITERNO POTATO PUREE

1 cup mashed potatoes
1/4 cup Moliterno with Black Truffle – grated fine (Moliterno is black-truffle-infused pecorino cheese)
1 tbsp. extra virgin olive oil
1 tbsp. fresh thyme leaves

METHOD

Combine the warm mashed potatoes with the grated cheese, olive oil and fresh thyme. Season with salt and pepper.

POTATO CRISP

1 large Yukon Gold potato, peeled and trimmed (top and bottom cut off)

METHOD

Preheat canola oil in a deep fryer or heavy stockpot to 325 F. Peel and trim potato. Position potato on a Japanese-style vegetable slicer with a small to medium sized julienne blade; rotate and cut the potato until long thin strands are formed. Note: one large potato should produce enough strands to make 3-4 crisps.

Cut the ends off a large, uniform-in-size carrot (an English cucumber, rolling pin or zucchini will also work). Wrap enough potato strands tightly around the carrot to form 2 1/2 inches in length. Carefully immerse the wrapped carrot in the pre-heated canola oil and fry for approximately 2-3 minutes or until crisp and golden brown. Remove from oil and cool completely. Gently slide the fried potato off the carrot. Repeat this process until four potato crisps have been formed. ■





TOP: TORONTO'S CHEESE BOUTIQUE IS ONE OF HOLTS CAFÉ CHEF CORBIN TOMASZESKI'S FAVOURITE FOODIE STOPS AND A PLACE FOR CONSUMERS TO STEP OUT OF THEIR COMFORT ZONE AND EXPERIENCE CHEESE ON A WHOLE NEW LEVEL.

RIGHT: BLACK-TRUFFLE-INFUSED MOLITERNO



He's particularly confused by the North American apathy to blue and green cheeses – the moldier, stinkier ones with stronger flavours...like Stilton or Gorgonzola. "I think people tend to shy away from them because they just don't know what to do with them or because they think they're just too strong to eat," he explains. "But you know what? You've gotta get past that! Just plug your nose, put the cheese in your mouth and taste it before you smell it. You'll start to experience cheese on a whole new level. A nice slice of Stilton with a piece of fresh, ripe pear is unbelievable. Or you can pair a stronger cheese like a Taleggio with a slice of prosciutto. Fantastic!"

As Tomaszeski sees it, eating cheese is every bit as complex and rewarding as drinking wine. "Cheese can have all the different notes and flavours and colours and textures that wines have," he insists. "You have to eat cheese with your senses!"

And to anyone who wants to improve their cheese knowledge, Tomaszeski offers the following piece of advice: "Go to a cheese shop, tell them what you like and don't like, and then let them help you experiment with different types. It's that easy. And every time you go to a cheese shop, you should buy something you never normally buy. Every time!" ■

TALKIN' ABOUT CHEESE

"EVERY TIME YOU GO TO A PARTY YOU SEE PEOPLE USING THE SAME KINDS OF CHEESE" SAYS HOLTS CAFÉ CHEF CORBIN TOMASZESKI, A SELF-PROCLAIMED CHEESE EVANGELIST. "YOU DON'T ALWAYS HAVE TO USE CHEDDAR AND BRIE!"

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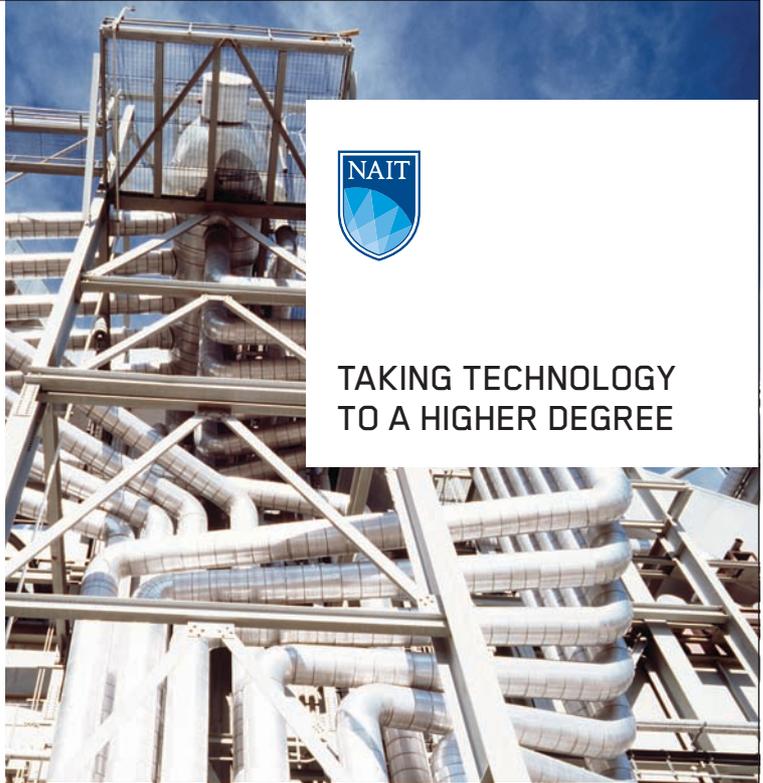
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This alumni favourite has moved online, where it will eventually evolve into an online community (think Facebook), allowing you not only to read about your former classmates - but to reconnect with them.

techlifemag.ca/alumnotes.htm

→ HUNT FOR NAIT'S GEOCACHE

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Watch supplemental coverage and get the co-ordinates to find the NAIT cache, containing a coupon to redeem for dinner for two at Ernest's, NAIT's world-class restaurant.

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UNEARTHING THE ORIGINS OF NAIT'S FIRST COMPUTER

DINOSAUR DIG

STORY BY
DIANE BÉGIN-CROFT

PHOTO
NAIT HISTORICAL
ARCHIVES

With the relative capacity of a modern-day pocket calculator, the IBM 1620 was state-of-the-art when it was launched in 1959.

By the mid-1960s – when many predicted computing was the way of the future – NAIT acquired one as its first computer.

The showcase piece operated in a controlled environment on the third floor of the business tower and was a tour highlight with its flashing console lights and automatic typewriter demos.

“It was a unique 1620 system because it was acquired after the University of Alberta terminated its rental of the equipment and they had built tape units to attach to it,” says Art Berube, a former IBM computer operator who took on a similar role in NAIT’s Data Centre in 1967 until his retirement in 1996. “Other 1620s were stand-alone units that did not have removable storage capabilities.”

The console served as a platform for exploration for both the Computing Systems Technology program and NAIT’s administrative support department – the Data Centre.

Previously, students learned plugboard programming using Electronic Data Processing machines. It involved a board with wires and punch cards that ran programs based on the circuitry.

The elaborate structure would then print reports for functions such as accounting.

“(The Institute) didn’t understand a lot about computing, but had this opportunity and brought it in and it was a quick learning curve,” says Ben Strafford, who joined NAIT’s Data Centre as a programmer when he graduated from Computing Systems in 1968. He retired in 2003 as the director of Information Services.

With a machine language called FORGO and 80-column punch cards to run programs, the more sophisticated system was used to teach computing concepts to staff and students.

The console was primarily the control unit for the system, which had many attachments including tape units and printers.

While the 1620 served to springboard the Institute into computing, its life at NAIT was short. In May 1968, the Institute bought a Control Data 3150, which ran a newer computer language – Common Business-Oriented Language (COBOL) – already being taught to students.

Berube and Strafford attribute the opportunities in the evolution of computing for their long-term employment with NAIT – an evolution that began with an IBM 1620. ■

ABOVE: NAIT STAFFER SITS AT THE IBM 1620, CREDITED WITH SPRINGBOARDING THE INSTITUTE INTO COMPUTING IN THE MID-60S.

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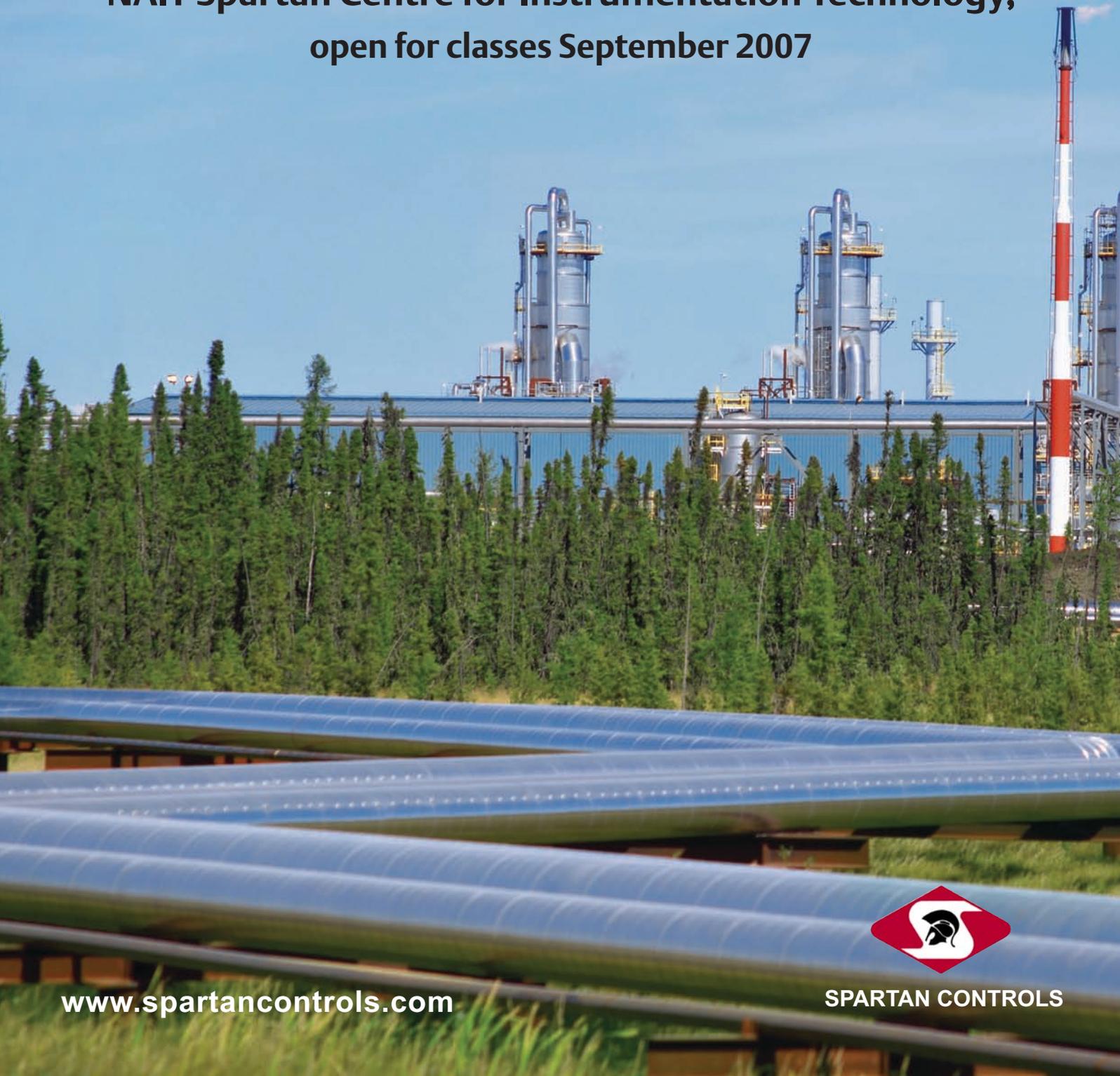
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