



THE INSPECTOR

JULY 1991

Record Crowd Learns About Media

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Following extensive newspaper coverage recently of alleged improper installations in large high rise buildings, the Independent Contractors and Businesses Association wrote to the EIA president suggesting a meeting when members could learn how to respond to enquiring reporters from newspapers, television and radio.

Bruce Rozenhart of the public relations firm of Robertson Rozenhart was invited to provide this information to members. As a result a record crowd turned out to the EIA general meeting on July 9 to be instructed.

Mr. Rozenhart provided almost an hour of sound "common sense" as he termed it. He said it was a condensation of a two-day course they offer to businesses, but there was plenty of substance. The discourse was entertaining and light, with lots of audience interplay, written references and "hand-outs" following.

It is a fact that most people get their news today from television rather than radio and newspapers. It turned out that the EIA members were a bit unusual because of their greater interest in radio.

First he dealt with the people who were after the stories and some of the pressures they faced. Most are ordinary people, more sensitive to what makes news and generalists in their reporting. It would be impossible for them to know all about all the subjects they cover, although many of them are remarkably well informed in a general way.

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The journalists turned out by BCIT, said Rozenhart, are among the best in Canada, so we can have confidence that most of them know their jobs.

What reporters seek are matters of conflict, danger, human interest and the "little guy."

In the case of the reporting on the alleged improper installations there could have been some emotion involved. The matters of danger and personal safety could trigger a complaint from a resident or ordinary citizen. Such complaints could, in turn, trigger conflict between various parties and there is always the effect such inadequacies have on the "little guy" -- the individual citizen.

When it came to technical matters, the reporter cannot be expected to be an expert, so one of the things that must be done by people like electrical inspectors (besides informing) is that they must be educated -- told the "why" of various things.

Part of the work of the inspector being interviewed would be to persuade the reporter and reassure him/her. There should always be pride in one's work and expertise. An effort should always be made to make plain to a reporter the details of what may be everyday business to an inspector.

Rozenhart advised strongly against using the "no comment" road. It is far better, he said, to have a short comment which can be used, if necessary, in a broadcast. It must always be remembered that the media must be educated and that patience and self-control are maintained.



BRODERICK NEW BRANCH DIRECTOR



Roy Broderick, former director of the Elevating Devices Safety Branch, was recently appointed Director of the Electrical Safety Branch.

Replacing Dr. James Hill, Broderick brings a wealth of experience to his new post. Prior to his appointment to Elevating Devices, he was, for 30 years, working in the oil and gas industries in Alberta.

The official appointment follows five weeks Broderick spent as interim director.

As is always the case, the ideas and methods of the leader will filter down through the whole organization. One of these new ideas is a move to computerization throughout the branches, which, it is expected, will result in the use of lap-top computers at the individual level.

Another of Broderick's priorities (which may take a little longer to make itself felt on the individual level) is "people issues". He has already stated his desire to enhance relationships between inspectors, managers and the director.

Efforts are already being made to improve ongoing relationships between the Branch and outside agencies, including municipalities and contractors.

CSA GROWTH

The latest evidence of the growth and expansion of the Canadian Standards Association was the ground-breaking ceremony held on July 10th to mark the start of construction of a new 55,000 square foot (5 109 square meters) Pacific Rim Operations facility in Richmond's Crestwood Corporate Centre.

Over the last few years there has been a series of changes, both in staff and buildings in an effort to keep up with the growth of the Association work and service to the community.

As late as June 1989 CSA was operating out of more than one building -- the main one of which was a two-story facility housing administration, engineering and testing services. There was also an annex of 4800 square feet and an external warehouse of 1,000 square feet, for a total of 24,000 square feet.

CSA has maintained a presence in British Columbia for over 30 years. Since that time over 25 new positions have been added to meet the increasing demands.

In September of 1989 there was a major shake-up in CSA staff. Serge Bousquet went to Hong Kong where he was scheduled to set up the work of all CSA licensees in the area. The eventual goal was to have the office functioning like all other CSA facilities.

Bousquet's departure necessitated a number of other staff changes with the resultant shifting of responsibilities in various departments.

Now the new CSA Pacific Rim Operations Headquarters is being built to respond directly to the dynamically expanding and changing business conditions in Pacific Rim markets. The primary function of the Richmond office is to assist western Canadian manufacturers in obtaining CSA Certification of their products and services.

The new facilities in Richmond will facilitate flexibility in dealing with international business.

The new building will house an office facility, and include a testing laboratory and warehouse. CSA staff currently work out of three locations in Richmond. The move will consolidate employees under one roof, making internal operations more streamlined; enabling work to be completed faster and more effectively.

Scheduling on the new facility is on track. The preloading is complete and the sand should be removed by July 12. Construction is slated to commence August 5th with operations moving into the new building by April 1992.

JOE LAMINSKI CHANGES JOBS

With the advent of the new Safety Branch Director, Roy Broderick, Joe Laminski, formerly Manager of Field Operations, has moved into management of a two-year Branch computerization project.

Joe Laminski's former post has been assigned to Stewart Hicks, formerly involved with equipment certification.

PRESIDENT'S MESSAGE.

The 40th Annual Convention of the Electrical Contractors Association held June 12 to 14 at Harrison Hot Springs was conducted in classic style with a grand banquet and ball, accompanied by a live orchestra.

It was my pleasure to be among the approximately 180 ECA members and invited guests, enjoying the festive mood of this special occasion, and especially the delicious buffet.

Several Hall of Fame Awards were presented to former ECA members for past services and John Howell, who is a life member of the Electrical Inspectors Association, was among those honored.

I wish to express my sincere appreciation for the annual invitation extended to the Electrical Inspectors Association president to attend the Convention of the ECA.



NEXT MEETING IN SEPTEMBER

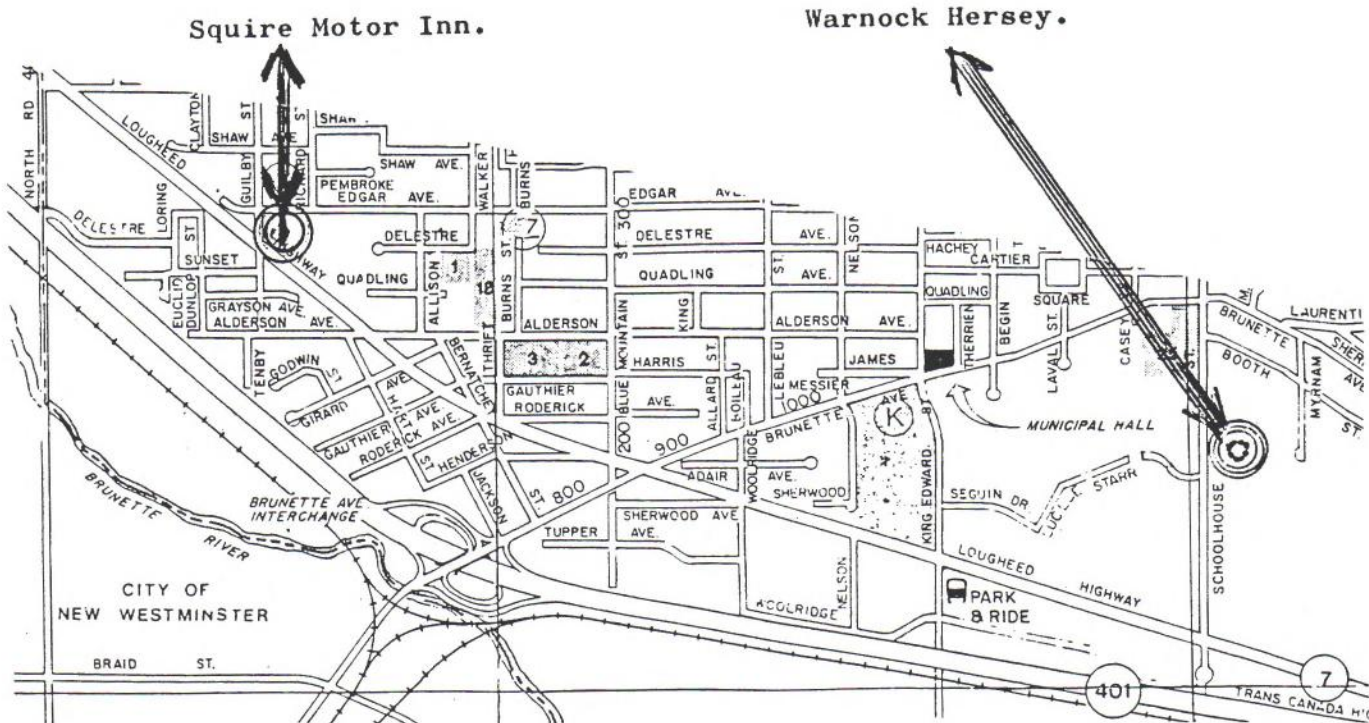
Plans are being made for the next general meeting of EIA in September.

The date is September 16 and members will gather for dinner at 5:15 at the Squire Motor Inn, 631 Lougheed Highway, (at Guilby), Coquitlam.

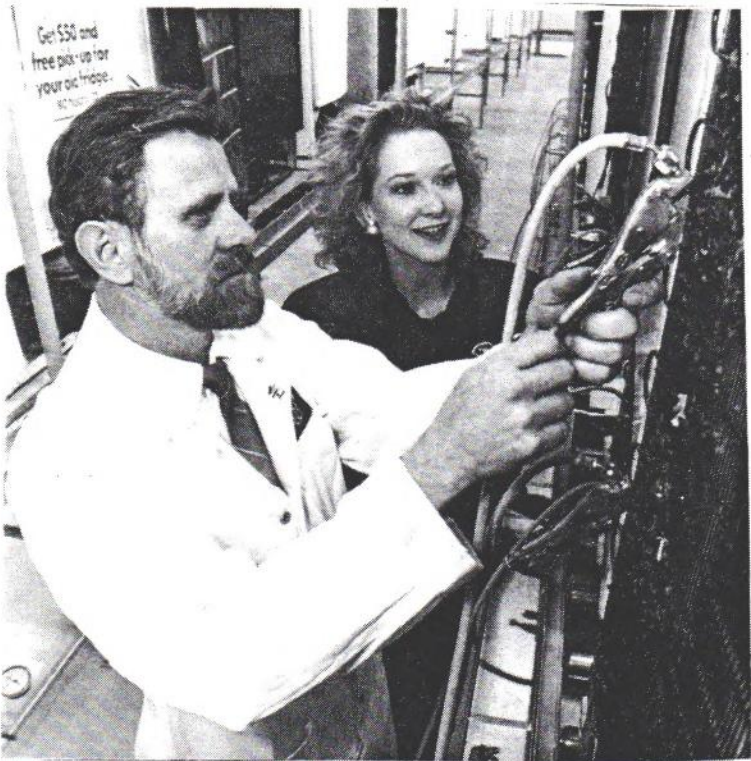
Following dinner all will drive to Warnock Hersey, 211 Schoolhouse Street, Coquitlam, for a tour of the plant.

As most EIA members may already know, Warnock-Hersey has been certified to test wiring products, industrial products, environmental products and consumer and commercial products.

The company is already recognized in the Province of Quebec and is awaiting similar recognition from the Province of British Columbia.



NEW PLANT FOR AREA



Pictured here are Richard Christensen, ARCA's senior operations manager from the company's Dresser, Wisconsin, R & D facility; and Sophia Sorensen, program manager of B. C. Hydro's Power Smart Refrigerator Buy-Back Program.

The 16,700 square foot Canadian plant, situated in a major industrial park just south of Vancouver, can extract the CFC coolant from 20 fridges simultaneously. The CFC is then stored by Hydro. The steel hull and copper piping are then sold as scrap.

Power Smart's aim, by the year 2010, is to be providing annual energy savings in B. C., of 5,600 million kilowatt hours, enough electricity for 560,000 new homes.

The Power Smart program, operated here by B. C. Hydro, is attracting world-wide attention. 13 other major Canadian utilities have adopted it as well as state power agencies in Czechoslovakia, Baldor Electric of Fort Smith, Arkansas.

Arising out of this enthusiastic interest is the establishment of a new Power Smart plant near Vancouver. It is the largest in North America.

The plant is being operated by Appliance Recycling Centers of America Inc., which has its headquarters in Minneapolis and other centers in Atlanta, Georgia; Milwaukee and Green Bay, Wisconsin; Columbus, Ohio; Hartford, Connecticut; and Jacksonville, Florida.

APPLICATIONS for renewals or new memberships in the E.I.A. should be sent to:

Electrical Inspectors Assn. of B. C.
P. O. Box 80479
South Burnaby, B. C. V5H 3X9

NAME: _____

ADDRESS: _____

FEEES

All Members.....\$25.00

The Last Word.....

Too many people who pride themselves on their good memory remember things that are best forgotten.