

Professional Engineers
and Geoscientists of BC

January 2012

The 4th Dimension

Association of Professional Engineers and
Geoscientists of BC
Victoria Branch Newsletter
www.apeg.bc.ca/vic

Next Events –

1. Thursday, January 26th – Robbie Burns Night
2. February – Games Night

See page 2 for a list of all events.

**If the weather outside is too cold for you why not join us indoors at one of our events?
It's a great way to be informed and add to your Continuing Professional Development.**

December 15th, 2011 - Social Media Breakfast

Thirty Engineers enjoyed a healthy breakfast at the Princess Mary Restaurant by the West Bay Marine Village on Wednesday 15 December 2011 while being enlightened about the importance of Social Media in our personal and professional lives. Dr. Janni Aragon, professor of Political Science and Women's Studies at the University of Victoria together with her husband Jason Scriven, Retail Advertising Sales Manager at the Victoria Times Colonist, made a joint presentation on Social Media in general and the importance of establishing and maintaining Social Media profiles. Both of them effectively utilize Social Media in their professional and private lives and, as Dr. Aragon illustrated, Social Media surrounds us and is used in virtually all aspects of our lives today. They showed various qualities of profiles posted by businesses, the difference often simply being how current the profile was. The importance of being perceived as "reachable, approachable, and current" was highlighted. Having a presence on more than one medium is also important; for example, Facebook, Twitter, blogging sites, and even being involved in areas such as book reviewers for Amazon can all enhance both personal and professional Social Media profiles. They demonstrated their talk using live real-time examples via typical smart phone and tablet technology, which in and of itself demonstrates how much Social Media has become an integral part of many people's lives today.

The presentation by Dr. Aragon and Jason Scriven was well done, very informative and generated significant discussion and interaction with the audience. Maintaining an up-to-date social profile is important and it can influence business success: the challenge is to maintain a meaningful Social Media profile on several diverse platforms whilst keeping up with all the other demands of a successful professional practice without assistance.

M. Gingras, R. McDermot

Next Executive Meetings – meetings are open to all members

Wednesday, February 15th Upper Deck – Lower Dining Room – 229 Gorge Road East at 5:30pm. **Note:** the executive meetings are open to all members and pizza is provided.

Wednesday, February 15th, 2012

Tuesday March 6th, 2012

Wednesday April 11th, 2012

Tuesday May 15th, 2012

Upcoming Events

To encourage increase attendance at our events throughout the year, the executive is publishing all events ahead of time. Each event is the responsibility of one of the executive members. So please mark up your calendars with the following dinner meetings and presentations.

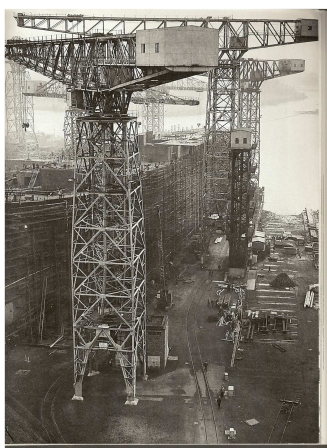
Jan 26, 2012	Robbie Burns Night	Tom McLean, Pamela Schmitt, Duane Marriner
Feb 10, 2012	Math Challengers	Duane Marriner
Feb 21 or 22, 2012	Games night @ Canoe Club	Magnus McElroy, Kathy Lokhorst
March 30, 2012	Talbot awards	Duane Marriner
April 16, 2012	Dockyard tour	Richard Summers, Gordon Porritt
May 3, 2012	Spaghetti Bridge Contest	Camosun College
May 24, 2012	Island Farms tour/ AGM	Daphne Sidaway-Wolf, Richard Summers

Thursday, January 26th, Robbie Burns Night

Location: Ramada Inn, 123 Gorge Road E., Esquimalt

Time: 5:30 pm Cost: \$40/ \$35 (Student), Register online

This year's Robbie Burns Night will feature a presentation by Robert Williamson on the topic of engineering in Scotland. The River Clyde and Glasgow developed as a commercial, industrial, engineering powerhouse from the early 18th century until the mid 1900s which then saw a decline. Given the supply of local coal and the ability to bring in raw materials by sea to the inland port, the area saw the development of heavy engineering.



A shipyard in Clydebank

The presentation will trace the development of Glasgow and Clydeside with some emphasis on shipbuilding until the 1980s and the riverside redevelopment away from shipbuilding today.

Remember, no Burn's night is complete without the traditional piping in of the haggis; this year it will be lead by Ian Webster.

I hope you will join us to celebrating the famous Scottish poet Robert Burns, learn about engineering history, and enjoy a delicious meal complete with haggis. Wearing of plaid is also encouraged for this event.

Upcoming Events Cont'd**Friday, February 10th –Math Challengers**

This math competition attracts students in grades 8 & 9 from all over Vancouver Island. APEGBC is an event sponsor, and our local branch provides volunteers. We are still looking for 2 volunteers to supervise students during the written test component. If you are interested in volunteering please contact Duane Marriner: duane@wakefieldacoustics.com

If you have recently received your P.Eng., P.Geo, EIT or GIT and wish to receive your APEGBC certificate and complimentary dinner at upcoming events, please contact Richard Summers, Branch Chair at Richard.Summers@forces.gc.ca

LETTERS TO THE EDITOR:

A section in our newsletter where we publish letters from our members. The opinions of our members are not endorsed by our editor, our chapter nor APEGBC. Please submit your letters/comments on any subject related to our profession to vic@apeg.bc.ca or pamrschmitt@gmail.com and limit to 250 words.

Are opinion surveys accurate?

Opinion surveys are common in our society. Are they accurate?

I say “definitely not” in the case of self-selection of respondents. An engineering equivalent may be testing soil bearing strength where it is grassy because it is costly to test in the middle of wet areas. Obviously Professional Engineers wouldn’t do that in their work – why do they accept such in administration and the political arena?

Professional survey companies work to get a representative cross-section of respondents. But many people aren’t accessible – they are busy day and night, don’t answer unsolicited calls, or have unlisted phone numbers (common with cellular telephones.)

Often whoever makes the survey doesn’t phrase questions well or think of all essential questions. (Professionally done surveys may ask a key question different ways at different times, but that adds to length.)

And surveys are miss-represented by their authors and media reporting. In one mining case, an organization of particular socio-economic beliefs publicized a few results supporting their position, while other results contradicted them. “Journalists” often lack awareness of a subject, and apparently even the critical thinking skills to ask tough questions.

Overall, surveys are inherently limited by seeking opinion, which may not reflect what people will do when they have to spend their own hard-earned money. That’s called the marketplace, where theory meets reality (when you think thrice about where to spend your limited funds, you tend to think better).

Keith Sketchley, P.Eng.

Other Events

Vancouver Island Chapter of APEGBC

The VI chapter would like to invite any of the Victoria chapter members to its monthly meetings.

APEGBC

APEGBC puts on a number of seminars and courses throughout the year. Although most of these are on the mainland some are on Vancouver Island. For a complete list and details please go to the APEGBC website at www.apeg.bc.ca

Canadian Geotechnical Society (CGS)

Meetings are normally held the third Friday of each month from September to May, excluding December. For details, the website: is <http://www.cgs.ca/english/reg-div/vic-loc.html#news>.

Engineering Institute of Canada (EIC), Vancouver Island Branch

For information on the next meeting, please link to: <http://civil.camosun.bc.ca/vib-eic/>. Luncheon Meetings occur on the first Friday of the month (except July and August). For details, call Bruce Barnewall at 356-0762 or e-mail Bruce at bruce.barnewall@gov.bc.ca

The Vancouver Island Advanced Technology Centre (VIATEC)

VIATEC is the conduit that connects people, knowledge and resources to grow a successful technology sector on Vancouver Island. To learn more about VIATeC go to www.viatec.ca.

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Camosun Liaison/ Spaghetti Bridge

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Math Counts

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Science Fair & Special Awards

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Advertisements

While APEGBC – Victoria Branch is not in a position to endorse advertisements, we do provide them as a service to our members. The advertising rates are \$200 for eight continuous advertisements and \$30 for a single advertisement.

Career Listings

The **Career Listings** is sent weekly as a service of APEGBC. To receive the career listing email messages, log in to the APEGBC Member Portal and update your profile.