



Five honorees, head-banded and blanketed, watch the signing ceremony. Left to right: Jim Harria, Seabird Island Council; Sandy Segaran, CESO VA; Russ Kwutson, B.C. Ministry of Forests; Hon. Michael de Jong, B.C. Minister of Forests; and Chief Wayne Bob, Seabird Island First Nation. (Picture courtesy of *Sqwelqwels Ye Sto:lo Newsletter*.)

Sparkling future for Serbian water firm

The owner of a company that bottles and sells spring water in Serbia anticipates that good things will flow from the advice received from CESO volunteer Mabon Cunningham.

Vidoje Vujic intends to immediately implement many of Mabon's recommendations. Increased production and sales would bring significant income to a workforce that is currently part-time.

The owner of Vujic Water in Valjevo, Mr. Vujic asked CESO to assist in the reorganization of his company to resolve problems in the sales and distribution departments.

"The company has two distribution centres, one in Belgrade, the capital, and the other in Novi Sad, the country's second largest city," says Mabon. "Both sales centres were largely unsupervised and understaffed and as a result were not performing to their potential."

In conjunction with the company's management staff, Mabon prepared a report for Mr. Vujic. "My proposals included, amongst other things, the appointment of a General Manager with clear authority."

He also recommended new supervisory staff and additional salespeople, a review of staff duties

CESO helps BC band sign historic forestry agreement

Newspapers in British Columbia recently reported on an historic agreement between the Seabird Island First Nation and the B.C. government that will see Seabird Island receive \$1.78 million in shared forestry revenues and access to 107,000 cubic metres of timber over the next five years.

Nobody took more pleasure in those newspaper headlines than CESO VA Sandy Segaran whose six months of hard work helped craft the important document.

When the opportunity came along for the Seabird Island First Nation to take advantage of the B.C. government's Forest Revitalization Plan, the band realized that it needed the help of someone with

professional forestry experience and turned to CESO Aboriginal Services.

CESO was fortunate to have Sandy on its roster, a man with 48 years forestry experience, who was familiar with the territory.

His assignment was to help the Seabird Nation put together an agreement that would provide increased economic opportunities, a share of the revenues generated within the Nation's area of interest, meaningful forestry harvesting quotas, and protected Seabird rights, all within the parameters of the B.C. Forest Revitalization Plan.

See CESO helps on page 8

See Sparkling future on page 8

New \$10.8 million contract

CESO has signed a new \$10.8 million contract with the Partnership Branch of the Canadian International Development Agency (CIDA).

"This contract will run for 4.5 years from Oct. 1, 2004, and it will see us working in fewer countries but doing more work in each," said CESO President & CEO Gordon Cummings. "It fits very much with the focus approved in our strategic plan. The contract will see us working in the following countries for the full duration of the contract: Cameroon, Senegal, Sri Lanka, the Philippines, Honduras and Bolivia."

In addition, CESO volunteers will be in Colombia and Trinidad and Tobago for the first 18 months and in China until the end of 2007-08.

"Many months of work were needed to finalize this contract and I would like to thank the many people in our International and Corporate areas who worked together to bring this to a successful conclusion," said Dr. Lee Morrison, CESO VP & COO.

"With the signing of this agreement, all our international work is covered by multi-year contracts," added Lee. "Our challenge now is to acquire new contracts to expand the amount of work we have and to make better use of our extremely talented volunteer roster."

Under the new Partnership contract, CESO is no longer working in Guatemala, Nicaragua, Costa Rica, Panama, Jamaica, Morocco, Burkina Faso and Ivory Coast.

Meanwhile, CESO's contract directors are exploring what role these countries might play in CESO's focused drive towards finding international funding partners in addition to CIDA.

VA Survey Reveals Seven Key Issues

A message from the President

The Volunteer Satisfaction Survey that was so ably conducted by VAs Andrew Croll and Katrin Horowitz of Planning Initiatives in the fall of 2004 was well received by volunteers, with 436 VAs responding. To all who took the time to complete the survey, thank you. You have helped initiate what I hope will be a fruitful exchange.

The Survey Report begins with a comment that expresses the reason we are all involved with CESO:

"One of the most encouraging results of the CESO Satisfaction Survey is the passion that so many volunteers and staff bring to their relationship with CESO. There is general agreement that CESO is a force for good within Canada and internationally, and most respondents focused on how to make CESO stronger and better."

However, the survey also revealed seven key issues on which volunteers want clarification. Over the next few months, we will attempt to respond to these important questions in a variety of ways so that we can involve as many VAs as possible. My hope is that as we collectively better understand the challenges and opportunities that face us, we can increasingly work together to help CESO grow.

To begin our exchange, this edition of FOCUS contains a special insert of the VA Forum that describes the questions and offers my perspectives on each. In the coming weeks and months, we will post additional information on our website. I encourage you to continue to be involved and to share your opinions and suggestions with us.

Gordon Cummings

New contract in Guyana through IDB

CESO International Services completed a US\$60,000 contract with the Inter-American Development Bank (IDB) to evaluate the local construction industry in Guyana. Volunteer Advisers Robert Tennant and Gary Newton conducted the evaluation, between October 22nd and December 31, 2004.

In the 1990s, with assistance from the IDB and other multi-lateral development banks and donors, the Government of Guyana undertook an infrastructure rehabilitation program to address the results of acute underfunding of maintenance activities in the previous decade. These efforts were successful in 1991-1997, and resulted in a surge of construction activity. However, the local construction industry remains fragile and underdeveloped.

The Government of Guyana, through the IDB and other donors, intends to invest up to US\$300 million in basic infrastructure over the next five years. As it stands, the local construction industry will not be able to participate as lead contractors in this new initiative.

The IDB commissioned CESO to conduct a thorough analysis of Guyana's local construction sector to determine the short run role for local firms; identify the obstacles which currently limit local firms in these works; and help propose measures that would remove the obstacles.

CESO is proud to have been chosen for this project and to have been able to help Guyana's local construction industry. This is one small, but exciting, step forward in CESO's program to diversify its funding sources.

Business development potential in Armenia

BY VA GEORGE KATSAROV, P.ENG.
AND SHAHANE ARSENIAN, JINJ
ENGINEERING CO.

A CESO assignment carried out in Armenia in August 2004 has the potential to spark exciting new business development opportunities for engineering companies in Canada.

Organized by the engineering firm of JINJ in Yerevan, Armenia, the purpose of this assignment was to conduct a training program in Wastewater Treatment Technology.

Participants included JINJ engineering and management personnel, technical personnel from the Yerevan Wastewater Treatment Plant, water and wastewater engineering students from Yerevan Architectural-Construction Institute and other government and NGO representatives.

The 10-day program was rated a complete success by the participants, who received achievement certificates upon completion of the program.

The participants learned about modern wastewater treatment

technology – process and equipment – as it applied to urban, industrial, rural and small community conditions.

The course included presentation of technical material, process flow diagrams, plant layouts, small communities projects, review of current manufacturers' equipment, review of current technical publications, open class discussions, participants' presentations, wastewater treatment plant visits, etc.

Armenia is a Newly Independent State (NIS), re-established after the fall of the Soviet Union. The government of Armenia has made a strong commitment to meet European Union directives and has focused on the reconstruction process of wastewater treatment plants.

The country, moving from centralized governance to a more decentralized structure, has experienced the disintegration of water resources and wastewater management and a breakdown in former public utilities due to a shortage of funds, maintenance and

operation. As a result, 19 of the 20 wastewater treatment plants in Armenia have partially or completely ceased operations.

Because of the lack of adequate wastewater treatment and poor management of water resources, the Armenian agricultural sector is deeply affected. The combination of arid climatic conditions, low quality water used for crop irrigation, uneven distribution of water supply, poor water resources management, etc. has resulted in a desertification process and loss of topsoil in many agricultural areas in the country.

To combat the present water supply and wastewater treatment inadequacies and to achieve the goals established by the government's road map to meet EU environmental standards, the country has recently adopted a new "Water Code of Armenia".

The Code clearly defines the role of government and private operators in all related activities. A Regulatory Commission will be responsible for the licensing, supervision and control of water resources, water supply, wastewater discharges, etc.

The government's commitment to meet the EU standards and the growing interest of the world financial institutions in financing environmental projects in Armenia makes the country attractive for Canadian engineering firms and equipment manufacturers.

The JINJ Engineering Co in Yerevan would welcome the representation of interested Canadian manufacturers in Armenia.

For more information, Shahane Arsenian of JINJ Engineering Co can be reached at shah_arsen@yahoo.com.



VA George Katsarov on assignment in Armenia, conducts a seminar on waste management treatment technology.

Introducing CESO's new corporate identity materials

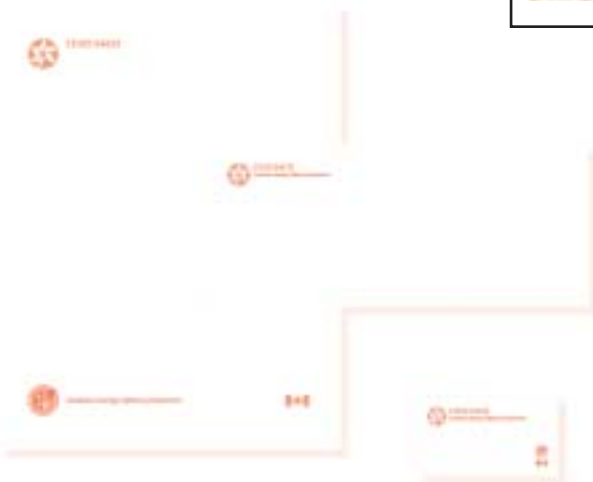
To reflect the organizational and philosophical changes recently implemented by the Board of Directors, and exemplified by the merging of International and Aboriginal services, CESO has been given a new look. The Communications Department has developed a refreshed logo, new letterhead, envelopes and business cards which bring together imagery from all of CESO's programs, the CESO corporate logo, the CESO Aboriginal Services logo and the Canadian flag.

The CESO corporate logo, which was created by Chris Yaneff Ltd., was refreshed in 2004 by Ron Bernard of Diesel Designs. The sections of the stylized logo, which includes a circular maple leaf, represent the five continents where CESO operates and express movement and progression. The circle, one of the earliest symbols known to civilization, represents the world, unity and universality and has been used by Aboriginal peoples for centuries.

The CESO Aboriginal Services logo underwent two re-creations before the final version was developed. Native artist Celine Edda used porcupine quills and birch bark to create a version of the corporate logo which became CESO's Aboriginal Services logo. Thomas Deer of Revolutionary Creations developed the revised Aboriginal Services logo you see below by incorporating Ms Edda's creation with the circular image of people holding hands and a superimposed feather. The holding hands image represents unity and the feather symbolizes one mind.

All together, this new look gives us a single corporate identity for "branding" purposes while simultaneously promoting CESO's major program thrusts.

With this new identity, CESO truly is a united organization.



CESO among finalists for prestigious award

CESO was one of the four runners-up for the 2004 Bill McWhinney Award of Excellence in International Development.

The award, sponsored by CIDA, was won by the Nova Scotia-Gambia Association (NSGA) for its Peer Health Education Program in Gambia.

"It was an honour just to be among the finalists," said Contract Director Enrique Williams. "We were nominated for the Urban Development Plan for the Municipality of Rurrenabaque, a town of 8,000 located in the middle of the Bolivian tropical region."

Added Gordon Cummings, CESO President & CEO, "Our congratulations go to all our CESO volunteers and staff in Bolivia and in Canada who have worked on this wonderful project."

CESO's work in Rurrenabaque has produced numerous outcomes. These include paving of streets, construction of new buildings, functioning of different commercial and leisure establishments, development of a tourist plan, mobilization of students to help clean the city, and the completion of more than 70% of the river barriers planned to prevent floods in the city.

Cecilia Requena, CESO's Country Project Manager for Bolivia, said it was a wonderful compliment when Plaza Canada was constructed in Rurrenabaque and officially opened in the presence of the Canadian Consul.

"The Plaza recognizes the work of many CESO volunteers in the municipality, and provides a meeting and recreation space for the citizens of Rurrenabaque," said Cecilia.

International Cooperation Minister Aileen Carroll presented the award in Ottawa on November 1, 2004, during International Cooperation Days, an annual forum organized by CIDA for its partner organizations.

The McWhinney Award was established in memory of Bill McWhinney, Senior VP (1980-1988) of CIDA and the first Executive Director of CUSO.

The award is open to all of CIDA's Canadian partners who involve volunteers in the delivery of their CIDA-funded international development work.

Sri Lankan CESO client creates **cuisine** showcase

BY JOHN L. GIBSON

A company that produces spices and spiced-based products is well on its way to exporting

Sri Lankan cuisine to the world thanks to the "accessibility and affordability" of CESO services.

Ma's Tropical Foods wanted to improve the quality of its existing product line as well as introduce a new "ready mix" food product. The assistance of a CESO VA was requested to help develop this new product using a retort system.

Retort cooking takes the basic principals of canning and combines them with techniques that include high-pressure steam cooking, special airtight packaging and new heat processing technologies. These new technologies allow manufacturers to create delicious,

100% safe food that doesn't need to be stored in the refrigerator or freezer. Retort cooking takes various shapes, including a retort tray, pouch, dish, bowl, box or cup.

CESO sent Ottawa VA and food processing expert Bruce E. Brown, a former senior scientific evaluator with the Bureau of Microbial Hazards, Food Directorate, Health Protection Branch of Health Canada.

Bruce provided Ma's Tropical Foods with training in the thermal processing of low acid food. The company is now able to prepare a packaged Sri Lankan meal in a box that contains all the spices necessary to prepare an authentic meal. All the consumer has to add is the meat and/or vegetables.

These meals not only benefit those with very little time to prepare a traditional meal but also serve to promote the unique cuisine of Sri Lanka throughout Asia.

Bruce, a former teacher of food processing, was also asked to provide training to improve quality and efficiency and to introduce Hazard Analysis and Critical Control Point (HACCP) systems and principles.

According to Ma's Tropical Foods, the

company has progressed as quickly as it has only because CESO services are accessible and affordable and because Bruce has made them more confident of themselves and the products they produce.

Providing producers with food for thought is something Bruce has been doing for CESO clients since he became a VA in 1998. To date, he has completed 12 assignments in various countries, including Sri Lanka, Thailand, Ecuador, St. Lucia, Barbados and Costa Rica.

In fact, hot sauce producer Alimentos Kamuk Int. CR. S.A. of Costa Rica was so pleased with the assistance received from Bruce that the owner told CESO that "without you, we would not be here."

It was in September of 2002 that the Costa Rican company was having problems with quality standards, resulting in customer complaints.

Bruce examined the entire production process and recommended changes to production and quality procedures, including establishing a control plan and focusing on critical control points.

Alimentos Kamuk Int. CR. S.A. implemented many of his recommendations and feels that they "are now doing things properly." This has had a direct impact on overall quality.

Prior to Bruce's visit, their rejection rate was around 4% and today it's down to 1%. In fact, the customer who formerly made the loudest complaints is now purchasing an even greater volume of products.

CESO is in need of volunteers with food processing/manufacturing expertise. If you are interested in joining CESO's roster of Volunteer Advisers, please visit our web site at www.ceso-saco.com/vol_join.htm or e-mail your resumé to Nicole Gold at ngold@ceso-saco.com.



Top: VA Bruce Brown while on assignment in Sri Lanka, poses with a young bacteriologist, Nadeeka Kodikara of Hettigoda Industries (Pvt) Ltd. Bottom: Pictured are Ma's Tropical Foods employees who attended VA Bruce Brown's thermal processing course.

Quebec Regional office changes

The French language is well represented on CESO's roster. A total of 17% of VAs identify themselves as Francophone and 25% are fluent in French. Unfortunately, we do not have enough assignments for these VAs.

As a result, Carole Martin has been named New Business Development Director, Africa and Francophone countries.

Carole can now devote 100% of her time to her new responsibilities.

Apollinaire Ihasa continues to work as Program Manager/International Coordinator.

Anne Bourgault is the Office Manager and all National staff and VAs now report to Joanna Dupras, Regional Manager for Quebec.

VA FORUM

CESO VOLUNTEER ADVISERS

Your feedback is always welcome and we'll publish a selection of your comments in each edition of FOCUS. The deadline for the next issue of FOCUS is February 28/05.

Also, we welcome your ideas on how we might make the best use of the VA Forum page.

Please E-mail your ideas to Josie Marchese at jmarchese@ceso-saco.com.

Spread the word
- pass your
FOCUS on to a
friend

AZERBAIJAN RESIDENT REPRESENTATIVE JOINS CESO TEAM

CESO's new Resident Representative in Azerbaijan is **Aziz Sultanov**, who received his MA in Economics from the Sam M. Walton College of Business at the University of Arkansas in 2003.

Aziz graduated from the Azerbaijan State Economic University with a Bachelor of Arts in International Economics.

His education in the United States was a part of the Edmund S. Muskie/ Freedom Support Act Graduate Fellowship Program, sponsored by the Bureau of Education and Cultural Affairs of the US Department of State and administered by the American

Council for International Education.

Aziz interned with Land O'Lakes, United Credit Bank and Rabita Bank and has worked with Sam M. Walton

College Center for Business and Economics Research, Microbbal Company and Esperanto Languages School.

Aziz is fluent in his native language of Azeri, English and Russian.



NEW REGIONAL MANAGERS FOR BC AND ONTARIO

Robert Simon joins CESO as Regional Manager for the BC/Yukon Region. Born and raised in the Kamloops area, Robert is of



Secwepemc and Okanagan ancestry and is a proud member of the Skeetchestn Indian Band. He is grateful for their educational support which helped him achieve his B.Comm, MBA and recently Ph.D in Business Administration, with a focus on International Trade.



Jerry Sean Smith is CESO's new Regional Manager for Ontario. Born and raised in Parry Sound, Jerry is from the Magnetawan First Nation. He has worked with First Nation communities as a project

manager, instructor for log home construction, economic development officer, and community planner. Most recently, Jerry has operated his own independent consulting firm specializing in election organization. He has expertise in management, planning and employment training.

NEW DIRECTORS

Ron Hamanaka is CESO's new Director, Management Information Systems. With 25 years of programming experience, Ron has worked for both government and industry and has a degree from York University, a diploma from the University of Waterloo and two programming certificates from Humber College.

Cameron Bourne is Director of Human Resources & Volunteer Services while Christine Nersisian is on a one-year maternity leave. Cameron, who has worked for organizations such as Bata International, Nortel, the United Church of Canada and Esprit Canada, brings a combination of wide-ranging generalist and international business experience to his new role.

OTHER CHANGES

Andrée Cavanaugh, who had been working as CESO Receptionist on contract, joined CESO permanently on October 1.

Josée Vauclair, Montreal office Communications Co-ordinator/Receptionist

is on maternity leave. She has been ably replaced by **Nadine Gaudreau**, who studied translation at the University of Montreal. Before joining CESO, Nadine worked for the Bank of Montreal as Communications Co-ordinator.

The CESO Volunteer Fund

CESO volunteers are known for their generosity. Many believe so strongly in CESO's mission that they have become supporters of the CESO Volunteer Fund. Participating volunteers donate their assignment expenses and/or walk-around-money or in-house volunteer expenses in return for a receipt for income tax purposes.

Donations to the CESO Volunteer Fund are used to sponsor an assignment in which a CESO client cannot afford all of the costs of a CESO volunteer. The clients may be national or international and can come from any industry sector.

Donations accumulate over the period of one fiscal year. At the end of the fiscal year, the total sum collected is assigned to cover the direct costs of assignments in the following year.

On occasion there will be assignments that have been designated as Angel Assignments. An angel assignment is one in which a Volunteer Adviser has agreed to donate all or a significant portion of the assignment costs, i.e. airfare, accommodation, etc. In this case, the donation must be deposited directly to the assignment.

Please speak with Suzanne Justin in the Development Department if you are interested in the CESO Volunteer Fund or in CESO Angel Assignments. Assignments supported by these funds will be listed regularly in FOCUS.

Clubs Update

VANCOUVER ISLAND

Katrin Horowitz & Andrew Croll, Co-Chairs, 250-658-5394
vivaclub@shaw.ca

The next meeting will be held on January 20, 2005. Please contact Katrin Horowitz or Andrew Croll for further information.

SURREY/WHITE ROCK

Dean Struble
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strubled@shaw.ca

White Rock CESO Club meets at the White Rock Library, 10-12pm. The meeting dates, tentative speakers, assignment topics and countries are as follows:

Feb 8: Claus Ritter; resort and hotel hospitality; Philippines

Mar 8: Chaim Kempler; tissue culture of banana species; Philippines

April 12: David Huxley; forage management, Xinjiang AR; China

May 10: Victor Martens; food engineering; Russia

June 14: Sandy Segaran; natural forest management; Guyana

Sept 13: Barbara Larson; business development, tree fruits; Hungary

Oct 11: Dean Struble; blueberry propagation; China

Nov 8: Robert and Betty Harris; recent assignments; Philippines

VANCOUVER NORTH SHORE

Priidu Juurand, Chair
604-872 6001
priiduj@shaw.ca

The club has resumed its regular schedule of meetings at the West Vancouver Library at 10am on the second Tuesday of the month. All Vancouver area VA's are invited to attend. Meetings will resume on January 11, 2005.

SOUTHERN ALBERTA

Bill Gillespie
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NORTH ALBERTA

Des Fernando
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d.fernando@ieee.org

Executive Members elected for 2004/2005: President - Des Fernando, Secretary - Clare Paulson, Treasurer - Don Cheeseman, Member - Gary Burns, Member - Al Futcher
Stephan Pertschy, the Regional Director of CESO in Edmonton and the executive has had several meetings to identify ways of working together. Several VAs volunteered to assist the regional office in client matching, interviewing of new VAs and clearing up any backlogs. The Executive has invited members to share their experiences of CESO assignments, and at every meeting a member will be given the opportunity to present one or more CESO assignment experiences to the membership.

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The Ottawa CESO-SACO Club meets monthly for a luncheon at the RA Centre, 2451 Riverside Drive. Seats should be reserved at least one week ahead by calling the CESO Office 613-236-7763, voice-mail extension 306.

Dates for 2005 are (Tuesdays)
January 11, February 8, March 8, April 5, May 3, June 7.

NIAGARA

William (Bill) Miles
wmiles@niagara.com
The new Chairperson for our Niagara Club for 2005 is

William (Bill) Miles. Helen Johnson continues as Membership Secretary, and Willard Miller as Treasurer, Keith Eady, Irene Eady and Sandra Miles are the other Board Members for 2005.

The club appreciates the leadership provided these past two years by the outgoing Chair, Bill Payne. The first quarterly meeting in 2005 will be on Thursday January 27th at 12 noon, at the Magnolia Restaurant in St. Catharines.

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New board elected at the AGM on November 17, 2004:
President, Benoît Bisailon
Vice-President, Pierrette Bélanger
Secretary/Treasurer, Marcel Massé
Administrators, Guy Blanchet and Rémi Gosselin
Two administrative positions are currently available.

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CESO helps with **historic** forestry pact

Continued from page 1

Using the B.C. Ministry of Forests guidelines, Sandy worked on the agreement over a six month period. Half a dozen drafts went between the Ministry, Seabird Island, the two lawyers representing the parties, and Sandy.

Of particular importance, were significant paragraphs that Sandy developed to address renewal, sustainable integrated resource management and a smooth transition to future agreements.

Officially known as the Seabird Island First Nation Interim Forest and Range Agreement, the document was signed with considerable fanfare by the Hon. Michael de Jong, Minister of Forests, and Chief Wayne Bob on

September 24th.

At the ceremony and banquet that followed the signing, Jim Harris (Seabird Council), Russ Kwutson (Chilliwack Forest Department), and Sandy were honoured in addition to the two signatories. They were dressed as chieftans in ceremonial headbands and blankets in recognition of their significant roles in the agreement.

Sandy gave a short speech praising CESO and indicated that he is proud and happy to have been a part of such an important economic initiative.

Sparkling future for Serbian water firm

Continued from page 1

and responsibilities, changes in the types of vehicles used in distribution, increased accountability for department

heads, reorganization of the warehouse and distribution system and the development of a marketing plan.



From left to right, Donald P. McLennan, Canadian Ambassador to Serbia and Montenegro, visits with Vidoje Vujic, CESO client and owner of Vujic Water in Valjevo, and VA Mabon Cunningham.

Yes, I want to **support** CESO

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FOCUS

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CESO | SACO

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