

SPRING 2006

Members of CESO's Senior Management Team met in Toronto on April 3, with new President and CEO, Paul van der Wel.



Left to right: Keith MacDonald, Board Chair; Paul van der Wel, new President & CEO; Agnès van't Bosch, Vice President International Services; Terry Brackenridge, Secretary/Treasurer & CFO; and Bob Dickson, Vice President National Services. Team member Shelley D'Angelo, Director, Development & Communications, was absent.

New President & CEO named

On April 1, 2006, Paul van der Wel became CESO's new President and CEO, the 7th in its 39 years.

Mr. van der Wel brings over 30 years experience with major national and international organizations to CESO|SACO. Fourteen of those years were as CEO of McCain Foods in continental Europe. Through his varied career he has demonstrated a wealth of leadership expertise in areas such as organizational development, strategic planning, branding, and finance.

"Paul's depth of experience and collaborative leadership style will bring the right mix of skills and knowledge to CESO|SACO,"

said Keith MacDonald, Board Chair and Interim President and CEO. "His substantial experience will also complement the strengths and expertise of CESO|SACO's senior management team."



Mr. van der Wel holds an MBA from McMaster University, a B.Sc. from McGill and a degree from the State Agricultural College of Dordrecht, Netherlands.

Reporting to him will be Agnès van't Bosch, Vice President International;

Bob Dickson, Vice President National; Terry Brackenridge, Secretary/Treasurer and CFO; Shelley D'Angelo, Director Development and Communications; and the Director of Human Resources and Volunteer Services (position is currently vacant). ■

Like father, like son

By Josie Marchese

CESO client Tatiana Slizova, owner of Shade restaurant in Dzerzhinsk, Russia, was so impressed with the assistance she received from CESO Volunteer Adviser (VA) Caspar Beuk, that when she opened a new restaurant, she named it, "Casparus" in his honour.

Caspar, a Nanaimo resident and former Malaspina College instructor, is an expert in the food and beverage industry. As a VA, he's completed 45 international and national assignments since joining the roster in 1991.

Caspar's skill is in helping clients enhance their menus, develop new menu items, train kitchen staff, and improve overall food and

One of Saskatchewan's best!

Audrey Ahenakew, CEO Regional Manager for Saskatchewan Region, was presented the Commemorative Medal for the Centennial of Saskatchewan on February 27, 2006 by Lieutenant Governor Lynda Haverstock.



A special commemorative medal marking the province's 100th anniversary, it recognizes individuals who have made significant contributions to society and honours outstanding achievements.

Recipients include: provincial and federal elected members; judges; Aboriginal leaders; community and municipal leaders who are selected based on the recommendations of governmental and non-governmental organizations; and Members of the Legislative Assembly.

The medal displays the provincial motto under a wreath of western red lilies, surmounted by the St. Edward's Crown. The provincial shield of arms is on the reverse side.



The Government of Canada has granted recognition to the Saskatchewan Centennial Medal and it is listed in the national precedence of orders, decorations and medals. ■

Renewal of the Support to SME-Youth Program

By Nadine Gaudreau

Last December, the Montreal office received wonderful news: our proposal for renewal of the Support to SME-Youth Program (Small- and medium-sized enterprises) was approved by Canada Economic Development (CED).

The SME-Youth Program was launched in 1999 as a pilot project. At that time, the main objective was to see if young entrepreneurs would benefit from services offered by CESO Volunteer Advisers (VAs).

Three years later, in 2002, the project was renewed as an official CESO program. This time the objectives were more concrete. We were asked to match 300 young entrepreneurs with CESO VAs, and to establish 20 partnerships with organizations working with young entrepreneurs on the Island of Montreal.

Shortly after the second contract was signed, Feyzah Abdelmoumen-Wagner was hired as Co-ordinator of the program. Her motivation, enthusiasm and commitment to success gave a renewed spirit to the

program.

During the next three years, the program developed substantially, and the results were so encouraging that a second proposal for renewal was developed and presented to Canada Economic Development in August 2005.

In December 2005, CESO received confirmation from CED that the project would be renewed for another three years. Our past success with this program had led to higher expectations, with targets now set at mentoring 375 young entrepreneurs, and working with 30 partners over the three-year period. In addition, the high expectations were evident in a job creation/maintenance target of 150 jobs annually within the businesses served by this program.

As well, the funding received allowed for a further staff member to be added to the team and I was named Program Co-ordinator while Feyzah was appointed Project Manager.

There is no doubt that with the support of the Government, our VAs, our partners, and our co-workers, the Support to SME-Youth Program will meet with great success. ■

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Partnership Provides MBA Students With Real-World Experience

Thanks to a partnership with the Canadian Executive Service Organization (CESO), four MBA students enrolled in Saint Mary's University's Sobey School of Business acquired some valuable real-world business experience.

From February 20–24, 2006, Mary Lawless, Thomas Goldie, Jody Crawford and Jennifer Chang worked with the Eskasoni First Nation in Cape Breton to develop a business plan for a community owned and operated office cleaning supplies / janitorial enterprise. The students worked directly with the Eskasoni Council and the community's Economic Development Officer to develop a comprehensive business plan to be used as a basis for funding applications.

Goldie, who will graduate from the Sobey MBA program this spring, explained the appeal of the CESO program from a student's perspective.

"I see the CESO program as a unique opportunity to apply knowledge learned in the classroom to a real-life situation," said Goldie. "It is an opportunity not only to gain practical experience in real business, but also to see some of the issues facing the community of Eskasoni. This is a chance for students to give back to the community and experience another culture . . . all while earning credit toward degree completion. I am really looking forward to participating in the project."

Brian Smith, Atlantic Regional Manager of CESO, explained that the organization's longstanding relationship with the Royal Bank of Canada has made it possible to offer practical hands-on consulting experience to teams of MBA students across Canada including those from Saint Mary's.

The CESO MBA program has been operating since 1994 with the Royal Bank of Canada as its sole corporate sponsor. The program is designed to serve toward the student's course credit by combining the dual elements of an academic exercise with a real business or community need.

Saint Mary's first became involved in 1996 when students participated in a CESO-led project with the Indian Brook First Nation.

Sobey MBA student Serena Mortlock participated in a 2005 project to develop a business plan for a new hockey arena in the Millbrook First Nation. Said Mortlock, "I applied to take part in the CESO project last year because it was a great opportunity to get out of the classroom setting and get some hands-on experience while under the guidance of someone with a great deal of "real world" experience."

The University team and the Aboriginal host community develop a work plan that fulfills both the client's needs and those of the MBA course. An experienced CESO Volunteer



Adviser (VA) is assigned to each team to serve as mentor, adviser and supervisor throughout the duration of the project. The timing of the program and individual teamwork coincides with the school calendar year.

Mortlock said that she would not hesitate to recommend the CESO experience to future MBA students. "We often get caught up in our day-to-day assignments and projects that have no real bearing on the communities in which we live. I would definitely recommend the CESO project to future MBA students because it truly is a great opportunity to get out there and get your feet wet applying the theory and skills that we learn in the classroom. It really helps put things into perspective beyond the one or two years spent learning models and theories, by actually letting you see how they can be used and applied in the outside world." ■

Edited from the original article by Helen Dolan, published in The Times, a Saint Mary's University publication.

To find out more about CESO's MBA Experience Program, please contact:
Sheryl McEwen (Manager of Operations, National Services)
 416-961-2376 or
 1-800-268-9052 x258
 smcewen@ceso-saco.com

VAs in the Media

If you've been interviewed by the media or been invited to speak about your CESO experiences, we would like to know about it.

Mail your news clippings to Josie Marchese (700 Bay Street, Suite 700, Toronto, ON, M5G 1Z6 or by e-mail at jmarchese@ceso-saco.com) and contact her with the details of your speaking engagement. We would like to know where you spoke and to how many people. ■

VA Forum

We want your input for FOCUS. We welcome first-person CESO assignment accounts, assignment pictures, travel tips, reports from CESO Clubs, etc.

Please send your submissions to Josie Marchese at jmarchese@ceso-saco.com. ■

Update your volunteer file information

- Do you have a new e-mail address or a change in your personal information?
- Do you want to add to your skills classifications?

Roster Services keeps your personal information up-to-date. Please e-mail any changes to toronto@ceso-saco.com. ■

Spread the word - pass your FOCUS on to a friend

Task Force on Roster Development

Review, analysis and training needed to refine CESO's roster to meet our clients' needs.

In the fall of 2005, the Task Force on Roster Development (TFRD) was established to follow up on a Discussion Paper prepared by VA David Evershed that had examined present practices and future needs in connection with CESO's roster. The final report, originally planned for completion in April 2006, was presented to Keith MacDonald, Interim President and CEO, at a signing ceremony in Toronto on February 2, 2006. The task force was competently chaired by VA Fred Keenan. Fred and the following committee members dedicated their time and expertise to the process: former Director of Human Resources and Volunteer Services, Cameron Bourne; VA MaryEtta Cheney; VA David Evershed; Roster Manager, Nicole Gold; VA Paul Matthews; VA Gunter Otto; VA Steve Salbach; former Ontario Regional Manager, Jerry Smith; and then Roster Assistant Crengutza Viscun.

The mandate of the TFRD was:

- (a) to explore the current content and utilization of the roster and communications issues associated with these, and
- (b) to submit recommendations that lead to the rejuvenation, continuous improvement, and more effective use of the roster.

The Task Force made a number of findings and formulated about two dozen recommendations. Briefly, the task force recommended that:

Roster development focus on skills that will support economic development in Canada and internationally and that efforts be made to clearly indicate the range of skills likely to be needed in the future;

- an internal formal review process of qualifications is necessary for industry sectors of high demand;
- consistent analysis of the roster, but only in sectors of high demand, be carried out;
- analyses of why qualified VAs are not being used should be carried out more regularly, but only in sectors of high demand;
- the Roster Department should periodically review the skills descriptors listed by Statistics Canada;
- the establishment of an industry sector peer evaluation system to validate self-qualifications of VAs;
- recruiters' knowledge of the search system should be reviewed in all programs, and training provided where required.

In general, the task force's recommendations focused on technology and communication systems throughout CESO, and training for staff and in-house volunteers across the country with the goal of improving VA recruitment, VA management and customer service.

For a copy of the full report, please contact Nicole Gold at ngold@ceso-saco.com. ■

Colombian assignment, a volunteer's perspective

By Volunteer Adviser (VA)
George Katsarov

My first assignment in Colombia consisted of providing technical assistance to a chemical plant, Quinsa S.A., which manufactures coagulants and flocculants for water and wastewater treatment plants. I'd already worked in many South American countries and speak fluent Spanish. This assignment would take me to Colombia, which was suffering from periods of unrest and violence with different factions fighting for supremacy. I was concerned about my safety.

As it happens, despite the political turmoil, it is important to note that as far as CESO VAs are concerned, there is no real current danger. Neiva, the city in which I lived, was as safe as it could be. There were no gunfights on the streets. Both Aipe (the city where I worked) and the 35-km road I travelled every day were absolutely safe.

During the assignment, I drove about 2,000 kms, through the provinces of Huila, Tolima, and Risaralda, visiting water and wastewater treatment plants in the cities of Neiva, Hobo, Ibague, Pereira, and La Virginia. I conducted seminars at the University of Pereira and at the Municipality of Ibague.

My assignment consisted of the following:

- Evaluation of the water & wastewater treatment chemicals manufactured in the plant and recommendations for quality improvements and creation of new products.
- Evaluation of process

technology and plant equipment and recommendations for incorporation of new technology and modernization of process equipment.

- Provision of technical information for chemical products currently manufactured and used in Canada and their applications as coagulants and flocculants.

I was also charged with the task of identifying new projects that the client was interested in and would be able to undertake by utilizing the raw materials available in the area. To do so, I had to travel to various areas in the country, visit a phosphate mine, visit water and wastewater plants, conduct seminars and technical discussions with professors of the University of Pereira.

Five potential new projects were identified: production of aluminum sulfate, Type A, using available Barite mineral; production of lime, using available limestone; production of polyaluminum chloride in granulated form; concentration of phosphates for the production of fertilizers; and production of sulfuric acid, using a by-product from the local oil fields.

I then followed-up with the identification of technology and equipment required for development and

implementation of the new projects involving Canadian sources and manufacturers.

The richness of the fields and the natural beauty of Colombia amazed me. From a desert region in Aipe to the mountain peaks of the Andes, from the soil-rich tropical fruit farms in Tello to the hill-site, shadow-growing coffee farms around Pereira, the breathtaking



On the way to a phosphate mine in Aipe, Huila, Colombia, from left to right are: Ing. Cesar Rojas Medina, Quinsa; George Katsarov, P.Eng., CESO; Jaime Yunda Penagos, Fosfatos del Huila; Ing. Tespis Perez Mendoza, Quinsa; and Dr. Fernando Vega, Quinsa.

panorama changed every few miles. In spite of the dry weather, the rivers are always full, supplying plenty of water for agricultural land irrigation.

In addition, having both travelled and worked in many South American countries, such as Peru, Venezuela, Ecuador and Brazil, I was pleasantly surprised to find the provincial Colombian towns were well urbanized.

In conclusion, if the opportunity presents itself in the future, I would not hesitate to accept another assignment in Colombia. ■

George Katsarov joined CESO in 1994 and has completed assignments in Colombia, Armenia and China.

CESO staffing news

B.C./Yukon Manager

Effective January 16, 2006, Jo-Anne Hawkins became the Office Manager of our B.C./Yukon Region Office. Jo-Anne has a Business Administration Certificate from Capilano College and came to CESO from a manufacturing firm where she was the office administrator, handling payroll, financial statements and related duties.

SME-Youth staff

Feyzah Abdelmoumen-Wagner has been promoted to Manager of the Support to SME-Youth Program for the Island of Montreal. She started her new position on September 1, 2005. Having worked for SME-Youth as Co-ordinator for several years, she contributed significantly to the proposal for renewal of this program for an additional three years. The proposal was signed by Canada Economic Development in January 2006.

Nadine Gaudreau has been named Co-ordinator, a position which will highlight her writing, translation and management skills. Nadine has a degree in translation from Université de Montréal.

Operations Centre, Toronto

After a year as Human Resources Director, Cameron Bourne left the organization January 20, 2006. The benefits of his

seasoned human resources experience and depth of knowledge continue to contribute to CESO.

Jerry Smith's last day at CESO was March 31, 2006. Jerry, the former CESO Regional Manager for Ontario, enjoyed his time at CESO and left for personal reasons.

Mike Cachia's last day at CESO was February 10, 2006. Mike was a dedicated employee, ever patient and knowledgeable when helping staff and volunteers with IT-related issues. Mike began at CESO more than six years ago as the Software Specialist and, when the posting became available, was quickly promoted to Network Administrator. Mike is sorry to be leaving CESO, but is looking forward to his new position at Solucom, a communications company that provides organizations with secure WAN and Remote Access solutions as well as VOIP, Email/Web hosting, and Content/Spam Control services. ■

In Memoriam

Our condolences go to the families of the following CESO volunteers who recently passed away:

William (Boyd) Henderson of St. Catharines, ON
John Barry of Whitby, ON

Their friends and associates will miss them. ■

Snap your best shot

CESO's Photo contest 2006

To all CESO Volunteer Advisers:

Do you fancy yourself an amateur photographer? Do you think your photos should be featured in the Autumn 2006 issue of FOCUS? Moreover, do you think they would be the envy of every other VA on the roster?

If so, please submit your assignment photos to CESO. The photos should be of you while on assignment, at work, with the client. Active, interesting images are what we need, so search through your piles of pictures and send in the best ones as soon as possible. The deadline for submissions is Friday, September 1, 2006.

A panel of judges, comprised of CESO staff members, will review the entries and announce a winner in the Autumn 2006 issue of FOCUS.

As an added bonus, the contest winner will receive a new digital camera.

Submit your photos (print by mail, digital by e-mail) to:

Josie Marchese
 700 Bay Street, Suite 700, Box 328, Toronto, ON, M5G 1Z6
 jmarchese@ceso-saco.com.

Please feel free to contact Josie Marchese with any questions at 1-800-268-9052 x253 or 416-961-2376 x253

Happy snapping & good luck! ■

CESO's Million dollar man

Andrew Tapajna is CESO's million dollar man. He joined CESO's Roster of Volunteer Advisers (VAs) in 1995 and immediately began volunteering in-house with CESO's Development Department. Since that time, Andrew has raised a majestic total of over \$1,000,000.

"I first heard about CESO, two years before retirement, from the Chair of Mohawk College who was a CESO volunteer," said Andrew. "I believe that through CESO assignments, a vital purpose is served in developing communities. I want to be part of that process."

The Dundas, Ontario resident makes the trek into CESO's Toronto office every week. His commitment is unwavering. CESO staff know Andrew as a distinguished, professional and personable gentleman.

One of the reasons Andrew enjoys fundraising as much as he does is because of the people he's met and the relationships he's developed, both in the CESO office and across the country.

Andrew has completed an overseas assignment in Czech Republic, a reverse assignment where the client traveled

to Canada to learn about a Canadian foundation, and an impressive number of Aboriginal Services assignments.

During one of Andrew's most recent assignments at the New Credit Reserve near Toronto where his work focused on women and governance, he was very happy with the level of participation and learning. He said, "Participants were involved and contributed excellent ideas."

Andrew, the former Executive Vice-President at Mohawk College of Applied Arts & Technology, has helped clients with governance, fundraising plans, operational reviews, conference organizing, budgeting, and marketing.

In addition to making donations to CESO, Andrew encourages other VAs to donate their expense claim cheques back to CESO, as he has done.

We asked Andrew for a parting quote and in typical fashion he said, "To all VAs committed to CESO, I urge you to make a donation, of any amount, to CESO today."

He also said that he's not afraid to ask for money. No wonder he is successful at fundraising. ■

Individuals Make the Difference

"Giving to CESO Begins at Home"

By Shelley D'Angelo

Did you know that individuals form the single largest group of donors to charities?

Individually, you make a difference to the bottom line. More funds mean many things to CESO|SACO, including more:

- assignments
- awareness
- help for those in need



Shelley D'Angelo,
Director of
Development and
Communications

With your help, it's all possible. On April 1st "*Giving to CESO Begins at Home*," the individual giving campaign, was launched. We know with the commitment of those dedicated to the work of CESO|SACO at home and abroad we can raise the funds we need. Our goal is ambitious - \$75,000! With the help of our VAs, staff, board members and the general public, we know it can be done.

How can you participate? When you choose to become a donor you may make your financial commitment online, by telephone or by mail. You may choose a one-time gift or make monthly payments which are automatically billed to your credit card. Whatever the amount or the manner in which you donate, you are building CESO|SACO's future.

All donors will receive FOCUS, our quarterly newsletter, as well as a copy of the Annual Report along with a tax receipt. Should your donation be at the \$100.00 level or above, you will become a Member entitling you to voting privileges at the CESO Annual General Meeting.

Join the "*Giving to CESO Begins at Home*" campaign today! ■

To make your donation:

- **On-line**, visit www.ceso-saco.com & click Donate to use our secure donation form;
- **By phone**, call Leslie Venturino, Development Coordinator, at 416-961-2367 Ext. 240; or
- **By mail**, to Leslie Venturino, CESO|SACO, 700 Bay Street, Suite 700, Box 328, Toronto, ON, M5G 1Z5

CESO Clubs

Vancouver Island

Bill Feyrer
250-595-1905
bill.feyrer@shaw.ca

Surrey/White Rock

Dean Struble, Chair
604-536-6983
strubled@shaw.ca
(Vice-Chairperson - Chuck Belotte)
The Club meets the third Tuesday of the month at the White Rock Library. Regular meetings will be held from February to June and September to November. The Club holds a holiday season luncheon the third Sunday of January and a summer barbeque the third Sunday of August 2006. The tentative speakers for the remainder of 2006 are as follows:
May 16 - Ross Deegan, Bolivia, petroleum agreements
June 20 - Kamran Goodarzi, Senegal, company management
Sept 19 - Steve Dudra, Philippines, hospitality
Oct 17 - Sandy Segaran, China, forestry renewal
Nov 21 - Dean Struble, China, greenhouse crops

Vancouver/North Shore

Priidu Juurand, Co-Chair
604-872-6001
priiduj@shaw.ca
Our members are invited to meet once a month on the second Tuesday of the month at the West Vancouver Library. All CESO VAs are welcome.

Southern Alberta

Eldon Loucks
403-256-6838
eldon.lorraine@shaw.ca
Meetings are held the first Monday of each second month from October to June from 11:30AM-2:00PM at Fort Calgary, 750-9th Ave. S.E., Calgary.

Northern Alberta

Rick Boyd, President
780-487-0762
rboyd@compusmart.ab.ca

Saskatoon

John Chernoff
306-343-8701
jlchern@sasktel.net

Winnipeg

Bill Barbaza
204-489-7585
barbaza@mts.net

Ottawa

Len Nylund, Co-chair
613-829-8602
lnylund@istar.ca
Ottawa Office:
323 Chapel St., 2nd floor
Ottawa, ON, K1N7Z2
613-236-7763
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.

Mid-Ontario

Soren Sondergaard
519-821-9296
odin@golden.net
The newly-formed Mid-Ontario CESO Club will hold its inaugural meeting Friday, May 5, 2006, at 12 noon in the "Sunroom" at the Springfield Golf and Country Club, 2054 Gordon Street, Guelph (Old Hwy 6 on east side about 3 Km before Guelph. 519-821 4655). CESO VAs, especially in the Guelph, Kitchener, Waterloo, Halton Hills, Oakville and Mississauga areas, are welcome to join. Contact VA Soren Sondergaard for further information.

Niagara

William (Bill) Miles
905-468-9256
wmiles@niagara.com
The next meeting will be held on Thursday, May 18, 2006, at Magnolia Restaurant in St. Catharines at 12:00 PM. The CESO Niagara Club meets four times a year, usually in the

city of St. Catharines.

For further information, contact Bill Miles (Chair - wmiles@niagara.com, 905-468-9256) or Helen Johnson (Secretary/Membership - helenj@vaxxine.com, 905-892-2937).

Sherbrooke

Jacques Latulippe
819-569-9761 ext 246
tamtamlatulippe@hotmail.com
Office: SACO-Estrie, 891 Bowen Sud, Sherbrooke, QC, J1G 2G3, Telephone: 819-569-9761, ext 246, Fax: 819-566-0005
The office is open on Thursdays from 1:00-5:00 PM.

Montreal

Normand Chevrier
normchevrier@yahoo.ca

Quebec Est

Benoît Bisailon
418-660-9640 ext. 286
benoit@canadaide.org
The Quebec Est CESO Club office is staffed on Mondays, Wednesdays and Thursdays.

Club News

The Vancouver Island VA club met Feb. 13 to hear CESO Board Chair and acting CEO Keith MacDonald give an update on the issues facing CESO and to introduce Bob Dickson, VP National Services and Margaret Mahan, as the new BC Regional Manager. Their presentations were well received by the 22 VAs in attendance.

In Northern Alberta, the process of roster renewal continues, working with the new regional manager, Cheryl Larsen. The past two months have been quite steady, particularly with Aboriginal projects.

New Board Member

Wanda Wuttunee of Winnipeg, Manitoba, joined CESO's Board of Directors in November 2005.

Dr. Wuttunee, a member of Red Pheasant First Nation, Saskatchewan, is head of the Native Studies Department at the University of Manitoba.



She earned her PhD from the University of Manitoba for her research in successful economic development strategies employed by Canadian Aboriginal communities. In addition to her PhD, Dr. Wuttunee's educational achievements include a Bachelor of Commerce, a Law Degree and a Masters in Business Administration (MBA).

Her work examines the strength of Aboriginal communities and the gifts that Aboriginal peoples bring to the business table. She is interested in the role of tradition, culture and gender in the decision-making process used by communities in developing and implementing their economic development strategies.

She participated in the 2003 Commonwealth Study Conference in Australia for future leaders entitled "People First in a Global Community."

Dr. Wuttunee's community service includes: Director - Assiniboine Credit Union; Director - Institute on Research and Public Policy; and Director - Aboriginal Business Education Program, Asper School of Business.

Her research interests include: Aboriginal economy, economic development, community economic development, participatory research methodologies, and governance and leadership.

Dr. Wuttunee is the author of a book entitled *Living Rhythms: Lessons in Aboriginal Economic Resilience and Vision*. ■

National Volunteer Week

National Volunteer Week (NVW), April 23 to April 29, pays tribute to Canadian volunteers across the country who give of themselves to better their communities and the lives of others. *Volunteers Grow Community* is the 2006 theme for NVW.

CESO invites its Volunteer Advisers (VAs) to participate in an on-line contest which will run from April 24th to April 28th.

Each day during the week, a new question will be posted to the CESO Web site at www.ceso-saco.com. The questions will be

based on information found on the site itself.

At the end of the week, on April 28th, VAs will be instructed to send in all five answers by e-mail to the address provided. In order of receipt, the e-mailed answers will be reviewed and first-, second- and third-place prizes will be awarded to the first three VAs who have correctly responded to all five questions.

National Volunteer Week activities will be taking place across the country. Check with the regional office near you for more information. ■

CESO staff and volunteers thank Keith for his hard work and dedication



During his term as CESO's Interim President and CEO, Board Chair Keith MacDonal was often hard at work in front of his computer terminal. CESO Staff and volunteers will remember his dedication, commitment, and long office hours. Thank you, Keith!

Like father, like son

Continued from page 1

beverage standards.

Caspar's first assignment was in Bolivia, but the bulk of his work has been done in Eastern Europe and, to a lesser extent, Asia. He has had such great success as a CESO volunteer that clients often ask for him by name.

Now Caspar's son, Marcus Beuk, is following in his footsteps.

Much younger than the average CESO VA and fairly new to the roster (having joined in 2004) Marcus is on his way to matching his father's success.

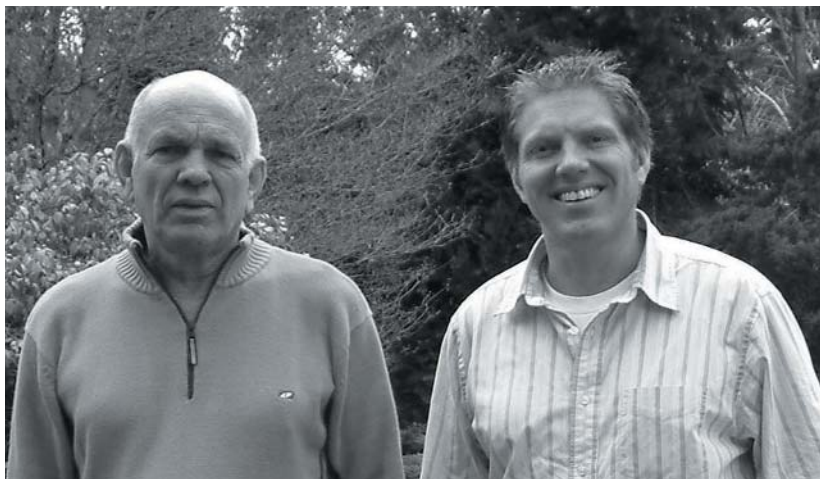
Marcus, also a resident of Nanaimo, recently completed an assignment in Ukraine with a privately-owned hotel.

Established in 2005, the hotel employs 60 people (30 men and 30 women) and is listed as a three-star accommodation in the L'viv

city centre. When the client approached CESO, the hotel was not operational as it had been recently purchased and renovations were under way. The client needed a CESO volunteer to provide training to the newly hired staff.

Marcus was assigned to help. He conducted a staff assessment; trained staff of the food and beverage, and the rooms divisions; developed operational standards; developed a train-the-trainers program; developed job descriptions for hotel staff; developed standards of performance; and provided training to three department heads to act as trainers.

While the hotel renovations are moving slightly slower than planned, the client felt that the implementation of Marcus' recommendations would significantly add to its success. ■



Father and son, and CESO Volunteer Advisers, Caspar and Marcus Beuk.

Change in distribution

We've been looking at ways to trim our budget and become a leaner, more efficient organization, as this would allow us to do more assignments.

With a new Web site, one of the most obvious ways to cut back is to reduce our printing and mailing costs by posting information on the site. At the suggestion of a number of VAs, this year's Annual Report will be available to our VAs on the Web site only. We will continue to print some copies for use as promotional items and mail to donors, etc. but the full report will be available to others from the site, saved as a PDF file and visible with Adobe Acrobat Reader.

The summer issue of FOCUS will follow suit. This Spring 2006 issue of FOCUS will be the last that will have mass distribution.

We are confident you will agree that doing more assignments is worth the compromise. ■

FOCUS is the quarterly newsletter of CESO | SACO (Canadian Executive Service Organization)

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CESO gratefully acknowledges CIDA and INAC for their support of our work at home and abroad.