

Bert Zethof

Government Policy
(cont'd)

objective of creating employment opportunities in the small business sector.

For the B.C. Ministry of Industry and Small Business Development, participated in the implementation of the Canada/British Columbia Industrial Development Subsidiary Agreement (ISDA). The objective of the Agreement was to diversify British Columbia's industrial base by providing financial assistance to manufacturing and processing businesses with relatively high value-added. Responsibilities included implementing a public information program using newspaper advertising and personal contact to create awareness about the program and to communicate the eligibility criteria; analyzing applications for financial assistance; and making recommendations to the managing committee about which applicants should receive financial support.

For the Government of British Columbia, compiled municipal financial data for publication in the British Columbia Regional Index, and evaluated business volume and trends of British Columbia's financial institutions for publication in British Columbia Facts and Statistics. The purpose of the publications was to promote economic development in the province.

For the B.C. Ministry of the Environment, participated in a project to develop a system for predicting floods and water supply levels throughout the province. The system was based on the regular measurement of the volume of snow at selected locations. The project team used the volume of snow, together with other variables like rainfall and temperatures, to develop a regression model for forecasting stream flow in the Province's major river systems. Threshold levels for issuing flood warnings were then determined. Mr. Zethof was also responsible for field maintenance of the snow measuring stations.

Business Strategy and
Marketing

For an oil drilling contractor, conducted an assessment of the market for shallow drilling in Western Canada. The work program involved personal interviews with 20 selected operators. The primary objectives of the study were to determine future drilling plans, how drilling contractors are selected, the operators' perceptions of the client, and any improved services that our client could offer the marketplace.