

A message from the Editor

Hello Gentle Readers:

As we go to press, Al Kilpatrick has just left his position as DMT only to start the next day at AECL. Good luck, Al and thanks for the memories.

In this issue we have reprinted a article from a happy client (TCS Unsung Hero). That's to make you feel good. We've also printed an article on service standards - a subject you will be

hearing about a lot more. Despite some initial comments from you sceptics out there, this is the wave of the future.

I hope 1995 was kind to you and yours and I wish you all a warm, cozy holiday period and a happy productive 1996.

Rick Mann, Editor-in-Chief



INTERVIEW WITH MARC-A. BRAULT

Continued from page 1

quality service standards to name a few more. We know that our customers are first and paramount, and we must do better for our clients. We must treat each and every exporter which comes our way with respect. We will be working on that, developing standards to ensure that we have a quality product and that our clients will be satisfied. We also need to support the geographic bureaux. We need to work together better to support the Canadian exporter in the best way. And finally, training is an issue which will remain important for a long time. Every trade officer will go through the training machine at some time.

TP: *So can we ask you, is it difficult to focus the TCS when everybody's becoming de-streamed?*

Brault: No, the way I see it, everybody else is becoming de-streamed and becoming a trade commissioner. If you look at the P-Branch workplan, you'll see that about 85 per cent of it is trade. I'm saying that P-Branch people are trade commissioners spending 80 per cent of their time

on trade and 20 per cent on political and administrative affairs, which I find tremendous. And now I hear of other bureaux going in the same direction. We're flying high.

TP: *After working as a trade commissioner for nearly 30 years, it must feel good to be in the top job.*

Brault: I joined the Service on June 6, 1966, and my salary was \$6,666. I've been playing at roulette tables ever since with 6's and 9's. When I came in, everyone aspired to be director-general of the Trade Commissioner Service or Deputy Minister... I feel I'm one of them now. But, at the same time, when you get there, you say, "Now what?" because you feel like you are still doing the same job as when you started. That's the key. I think everybody has to feel that they are a chief trade commissioner, doing the same things I am doing, thinking the same way, coming up with ideas. There is room for everybody in this chair, at this desk, under this hat... plenty of room.

Jordan Reeves is a member of the Tariffs and Market Access Division (EAT).