

## Welcoming Two New Colleagues

Roger Ferland, Director General of the Trade Commissioner Service Overseas Programs and Operations Division (TCD), would like to welcome two new colleagues to his team: Anna Biolik, Director of the International Business Opportunities Centre (IBOC), and JoAnna Townsend, Director of the SME Export Division.

Anna has an extensive background in international relations, corporate communications and protocol. She also has comprehensive experience with the government's International Business Development

Program, having worked for Investment Partnerships Canada, where she was responsible for developing national campaigns to attract major foreign investors to Canada.

JoAnna brings a strong private-sector background in trade, international finance and marketing to the position (Townsend Trade Strategies Inc.). She has worked in numerous sectors, including telecommunications; health; education; engineering and construction; training; environmental services; labour relations; mining; forestry; and agri-food.

## Introducing The PMI Team

Two divisions are primarily involved in the Performance Measurement Initiative: Overseas Operations (TCS) and Policy and Strategic Planning (TBX).

### STEERING COMMITTEE

Roger Ferland (TCD) - Chair  
 Donald McLennan (TBX)  
 Richard Lecoq (TCS)

### ACTION GROUP MANAGERS

Pierre Sabourin (TCS)  
 Pierre Boyer (TCS)

### SUPPORT

Sandip Bahl (TCS)  
 Andrée Cooligan (TCS)  
 Frank Murphy (TCS)

Geoff Pender (BCFA)  
 Carole Stelmack (BCC)

*Project Co-ordinator*  
*Communications Officer*  
*Communications*  
*Consultant*  
*External Communications*  
*Internal Communications*

### ACTION GROUP TEAM LEADERS

Pierre Boyer (TCS)  
 Pierre Sabourin (TCS)

Peter MacArthur (TBX)

Alexandra Wood (TBX)  
 Ken Johnston (TBX)

Rodrigue Bilodeau (TBX)  
 Peter Bondy (TBX)

Roger Bélanger (TCS)  
 Mario Poirier (TBX)

Gilles Potvin (TCS)

### COMPONENT

*Client-service definition*

*Client surveys*

*Service charge*

*Employee survey*

*Service standards*

*Workload indicators*

We mustn't forget some of the original team leaders and colleagues who gave hours of their time during the initial development of the PMI, such as Susan Harper (BAIRS), Heather Buchanan (SIXP), Greg Kostyrsky (VIENN), and Sara Hradecky (HCHMN). A special thanks to Karl Boudreault, from the Office of the Inspector General (SIX), who, as a member of the original steering committee, played a key role with his enthusiasm and dedication to the planning and development of the PMI.

## DILBERT®

By Scott Adams

### THE IMPORTANCE OF STRATEGIES

ALL COMPANIES NEED A STRATEGY SO THE EMPLOYEES WILL KNOW WHAT THEY DON'T DO.



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