



March 2011

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Here are some of the jobs posted this month:



Senior Environmental Engineer/Scientist
Toronto, ON
Deadline: April 03, 2011



Environmental Project Managers
Multiple Locations, BC
Deadline: March 31, 2011



Environmental Technical Specialist
Calgary, AB
Deadline: March 27, 2011



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Note from the Editor: Using Research to Get Ahead

Labour market research provides valuable insights for professionals.

As the environmental sector continues to flourish and grow, research is one of the important factors that continue to drive innovation in the industry. Every year, Canada faces environmental issues in

need of exploration - the mountain pine beetle, water and air pollution, climate change, and sustainable energy, to name a few.

Research; however, is also significant in the definition of the environmental sector and green economy. ECO Canada has developed numerous **labour market reports** over the last several years that have provided important information on **sector and labour market trends, industry growth, human resource strategy trends, and employer and employee demographic profiles.**

This month's *Job and Industry News* is dedicated to some of the exciting research happening both at ECO Canada and across the sector.

In this issue, you will:

- Learn **how to create an engaging presentation**
- Stay up-to-date with the **top environmental research projects** in Canada and abroad
- Get acquainted with Harvard Business Publishing offered through ECO Canada
- Meet an **award-winning Environmental Professional** and learn about her research

Enjoy!

Kevin Nilsen

Industry Fast Fact

17% of all Canadian companies hire at least one environmental employee. [More >>](#)

ECO in the News

[Stepping Up to Management: The Next Step in Eco-Education](#)
Globe-Net

[ECO Canada Internship Program Helps Waterloo Architecture Grad Land Her Dream Job](#)
TalentEgg



Upgrade your credentials with Harvard's online training program

The **Stepping Up to Management™** series includes eight targeted modules to assist project team leaders, employees who serve on teams, individuals looking to upgrade their credentials or managers who need to enhance their leadership skills as they shift into managerial roles.



Harvard's online training is a flexible way to build your management skills.

The Harvard Business Publishing online model is a natural fit for the environmental industry with its **vast interdisciplinary nature of work** which tends to have a largely scientific and technical foundation. Benefits include:

- reduced training costs
- rapid deployment
- consistent applications of training with less dependence on the performance of individual instructors
- adaptability to scale training programs up or down based on an organization's or individual needs

The spring intake for the **Stepping Up to Management** program has been filled. To learn more and to waitlist for the next program intake, visit www.eco.ca/harvard

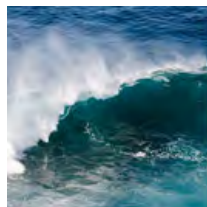
CANECT 2011
May 16 - 18, Mississauga ON



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Research & Results: Top New Environmental Findings

As the environmental sector continues to flourish, research is an essential component in ensuring the industry maintains its strong level of growth and innovation. To better inform environmental professionals about recent research and inventions, ECO Canada has compiled a list of some projects from Canada and abroad that we feel will make a valuable contribution to the sector.



New Material to Clean Oil from Water

A new element with the potential to clean oil from water was developed by Penn State University Professor, T.C. (Mike) Chung. The patent-pending product, Petro-SAP, rapidly absorbs floating oil and can later be retrieved either from in the water or on shore. The material is capable of absorbing 40 times its weight in oil in 12 hours.

Nuclear Contaminated Sites Technology

A radiation detection and measurement spectrometer has been developed by members of the engineering faculty at Oregon State University to increase the efficiency of nuclear contaminated sites cleanup. The spectrometer can calculate the level of contamination in soil samples in less than 15 minutes, while other past methods would take up to a half a day and involve several steps.



The Pine Beetle's Deadly Fungus Partner

A genetic analysis, initiated by molecular biologist Joerg Bohlmann at the University of British Columbia, has revealed that the blue fungus, which accompanies the mountain pine beetle, is actually the more



deadly of the two. The fungus, called *Grosmannia clavigera*, is found in the mouth of the pine beetle, and acts as a barrier to the tree's natural defense toxins. Through experimentation, researchers found that without the fungus, the tree usually kills the beetle. This is the first study of its kind that focuses primarily on the fungus, rather than the beetle itself.

A Less Wasteful Wastewater Treatment

Xogen Technologies Inc. and the **University of Toronto** have created a new way to make wastewater treatment cleaner with an electrolytic process that eliminates biosolids. The process, which is significantly more environmentally-friendly than current treatment methods has the added benefit of processing a gas mixture of hydrogen and oxygen that can be used to generate energy through combustion or a fuel cell.



Census of Marine Life

A decade ago, as climate change, fish stock depletion, and pollution began to make headlines as environmental issues, scientists from around the world decided to create the Census of Marine Life to determine the abundance and diversity of the ocean's inhabitants. The now completed census includes websites, books, videos, maps, graphs, and databases.

Worldwatch Institute Report on Agriculture & Global Hunger

In an attempt to reduce global hunger and poverty, while decreasing the negative impacts of agriculture on the environment, the Worldwatch Institute created a research report entitled, *State of the World 2011: Innovations that Nourish the Planet*. The report, which highlights the opinions of the world's most prominent agricultural experts, measures agricultural innovation by its productivity, sustainability, diversity, and ecosystem health.



Energy Made from CO2 Emissions

A Toronto-based company, **Pond Biofuels Inc.**, has created a cost-efficient system to capture carbon by converting emissions into a high-energy biomass. In compliance with Canadian carbon reduction legislation, the system uses bioreactors that utilize microalgae to convert the CO2 emitted from industrial facilities.

EP Profile of the Month



Environmental Professional (EP) of the month: **Dr. Barbara Murck, PhD, EP**

After graduating with a geology degree from Princeton University, Dr. Murck joined the Peace Corps and spent two and a half years in Africa. She returned to school to complete a PhD in Geology and began teaching at the **University of Toronto** where she holds her current position serving as the **Director of Environmental Programs and Senior Lecturer**.

Dr. Murck has also been involved with projects on integrated **waste management** in Southeast Asia. With partners from Vietnam, Cambodia and Laos, she and her team ran a wide variety of pilot projects - everything from landfill design to helping child waste-pickers improve their health and environmental circumstances.

Today, Dr. Murck has combined her interests in geology and international development with research on soil management and alternative energy sources.

[Click here to read about Dr. Murck's experiences with environmental research and academic programs](#)

How to Create an Engaging Research Presentation

Behind the emerging markets and increased growth in the environmental sector lies a great deal of research supporting these new developments. A **portion of many environmental professions** may involve communicating research findings or key information with effective presentations. Even within an industry as technical as the **environmental sector**, these types of "soft skills" can make or break a successful career.

A great presentation can all come down to the groundwork. It's important to plan ahead and be prepared (even for the most senior professionals). Industry experts can provide helpful insight into the keys for creating an engaging research presentation.



With extensive experience in presenting key environmental labour market research, **Shauna Moscovich, Senior Manager of Labour Market Information at ECO Canada**, offers great advice to help narrow down presentation content: "Tie all of the findings and information back to the objectives of the research," she says. "There was a reason for doing the research in the first place, so make sure you answer those questions in your presentation first."



Graphs can highlight key findings in a more interesting, visual way than text alone. They're also a great way to cleanly demonstrate summaries or trends.

In a research presentation organization is everything. Commit to the main messages you want to deliver and focus your presentation around them. In her presentation "**Giving a Scientific Talk**," Stephanie Pfirman (Ph.D.), Professor of Environmental and Applied Sciences at **Columbia University**, recommends that you "say what you are going to say, say it, then say what you said. Don't try to build suspense and then unveil a surprise ending," she notes.

These additional tips will help to create an engaging presentation:

1. Incorporate meaningful visuals into your presentations. As they say, a picture is worth a thousand words. Graphs or charts are a great way to highlight key information. Just like the rest of your presentation, figures should be clear, uncluttered, and understandable.

2. The way you communicate is just as important as the materials you have prepared. "Talk to the findings and issues represented in each slide - don't read the slide," says Moscovich. "Get the audience involved. For example, ask them what they think the finding will be before showing them the findings slide. Or, create a brief action planning session after the presentation to stimulate discussion about what business decisions need to be made."

3. The key to an engaging presentation is clarity. As the researcher, you understand the information inside and out, but your audience may not. Ensure that you present the information in a clear and straightforward manner, avoiding technical jargon if not everyone will understand it. Include key findings in a clear and concise manner. The audience shouldn't have to work hard to decipher the information.

4. Conclude the presentation with a description of "next steps" - what lies ahead for the project, or the impact of the research on your organization. "The most important messages are those that can most impact the business decisions for which the research was conducted - how do the findings impact the action that needs to be taken?" says Moscovich.

5. Have something to offer the audience after the presentation should they request additional information, such as a detailed report you can forward on, a copy of the presentation, or a URL to visit for more information.

Tips for Powerful Presenting

There are many points to take into account when presenting research information to an audience, whether they are clients or your own employer. Practicing will help to boost your confidence and may also help you catch any of those last minute errors.

Keep in mind these *Do's* and *Don'ts* to ensure your presentation is top-notch:

Don'ts

- Try not to hide behind your presentation materials - speak to the audience
- Avoid presenting unnecessary information
- Don't clutter up your presentation slides

Do's

- Give acknowledgements and credit to those involved (co-workers, funding, institutions)
- Practice! Practice! Practice!
- Always dress to impress



Don't hide behind your notes; make eye contact & use body language to engage your audience.

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To review the discussion that took place at this event please visit www.eco.ca/calgary.



ECO Success Stories

Name: Chris A. Reid

Title: Project Coordinator, [Brinkman & Associates Reforestation](#)

Learn how ECO Canada helped Chris build his environmental career, from [internships](#) to [networking](#) to [certification](#).

[Read Chris's Success Story](#) or [become our next Success Story](#)

Industry News

[Floating Offshore Wind Turbines Come Closer to Reality](#)

It's not just ships, but wind turbines too that could soon be floating off the Portuguese coast as the wind industry charts deeper, windier seas.

[New analysis of energy and environmental performance of biofuels](#)

New research identifies important influences on the energy and environmental performance of biofuels made from agricultural crops.

[Feds recognize fuel-efficient vehicles](#)

The federal government has unveiled the winning manufacturers of its 2011 ecoENERGY for Vehicles Awards, part of a \$4.1 billion set of focused measures to help develop cleaner energy technologies.

[Wind and Solar To Answer the Call for Mobiles](#)

Wind and solar could soon be challenging the overwhelming dominance of diesel generators in powering mobile telecommunications cell stations in the developing world.

[Sustainable Development Technology Canada: Funding Available](#)

SDTC supports the commercialization of clean technologies by Canadian companies. If your company is creating innovative clean water technology, their funding could help your company grow.

[CIELAP releases online guide on brownfield redevelopment](#)

Brownfields are properties that are vacant or underused. They may be contaminated due to how they were used in the past, but have the potential to be redeveloped.

Featured Events

[CERI Oil Conference: Shifting Demand in the Future - The Hydrocarbon Age Continues](#)

April 4-5, 2011 - Calgary, AB

[2011 Environmental Symposium: A Call to Action](#)

April 7, 2011 - Toronto, ON

[Water Technologies Symposium 2011](#)

April 13-15, 2011 - Banff, AB

[BCWWA Annual Conference & Tradeshow](#)

April 16-20, 2011 - Kelowna, BC

[Pollution Probe Workshop](#)

April 19, 2011 - Halifax, NS

[Canadian Environmental Conference and Tradeshow \(CANECT\)](#)

May 16-18, 2011 - Mississauga, ON

[Contaminated & Hazardous Waste Site Management Course](#)

June 6-10, 2011 - Toronto, ON

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