



**Gold Seal In Retrospect  
By Terry Brown,  
Chair, National Gold Seal Committee**

*Ottawa* - This past year has been a very active and productive one for the National Gold Seal Committee, with five recent additions to the Committee, now fully “up to speed” on the details of Gold Seal. Recent additions to the original Committee members are Jacques Cayer, Chris Lorenc, Bob Noseworthy, Martha George, and Raymond Brunet. These are competent and knowledgeable individuals who are making significant contributions in advancing the goals and objectives of the Gold Seal Program. The Road Builder and General Contracting sectors now make up a single significant component of Committee membership with three of the 10-member committee coming from that sector.

The hard work of the previous and current Committee members is producing tangible results, as Gold Seal enjoyed a high profile in a productive year.

A **Strategic Planning Session** held early in 2003 re-affirmed **Gold Seal Goals and Objectives**, up-dated our previous **Vision and Mission Statement**, and established our “action items” for the road ahead.

Our new **3-Year Business Plan** was embraced and endorsed by the Canadian Construction Association Board of Directors, and we enjoyed unprecedented Board support, as well as increased Certification applications from Board members.

Increasingly the construction industry accepts and supports the National Gold Seal Program, as evidenced by continuously growing numbers of inquiries and requests for presentations, and more and more candidates writing Gold Seal exams. The Road Building community holds the second highest number of certificate holders in the country surpassed only by General Contractors.

A number of new initiatives are under way this year. The criteria for the **Gold Seal Association Award**, a biennial award recognizing the contribution of our association partners to the advancement and ongoing success of the **Gold Seal Certification Program** are finalized, and the first award recipient will be announced at the 2004 CCA Annual General Meeting and Conference scheduled for March in Las Vegas, Nevada.

The **Designated Gold Seal Project** concept continues to evolve, with the Canadian War Museum (Ottawa) and the Stadacona Chief Petty Officer facilities have been confirmed as Designated Project projects. The Committee would welcome applications respecting all sizes and types of projects, including those from the Heavy Construction and Road Building sector. Perhaps the Olympic infrastructure work in BC could be an excellent opportunity to offer Gold Seal Exposure to the world.

The final touches respecting the **Owner Project Manager** Certification designation is nearing completion with approximately 80% of the work now completed. In January 2004, the Committee authorized the completion of this initiative, and the committee is confident that the first Owner Gold Seal Certifications will be awarded in the near future.

The **Gold Seal E-Learning Initiative**, a collaborative HRDC/CSC/CCA pilot project, to establish web-based, on-line construction-management, accredited, special industry courses, is moving

ahead. A funding proposal is awaiting approval to move this initiative forward to the course development stage.

Earlier research identified a potential market in excess of 100,000 learners for on-line construction management courses. As well, the National Curriculum Standard was updated and two new topic areas have been included respecting project management and Environmental areas.

The Committee recently engaged a facilitator with whom they dedicated a full day to discussions centred on what the program must do to reach its target audience. A much broader role by local associations is anticipated in future directions.

There are numerous other initiatives under way by the National Gold Seal Committee – for further information on these or other Gold Seal activities, you can go on-line at [www.cca-acc.ca/goldseal](http://www.cca-acc.ca/goldseal).

Respectfully submitted,

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Chair,  
National Gold Seal Committee

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