



# Check It Out!

Volume 2, Issue 2

CUCBC Information Centre newsletter

June 2003

## Summertime and the reading is easy...

Appropriate to the summer season, this issue of the Information Centre newsletter focuses on the lighter side of work.

If your summer plans include some time to relax and do a bit of reading, you might like to consider some "**lighter**" **business books**. Check out "A little light reading" for suggestions.

If this summer doesn't include any time away from work, try using some ergonomic principles and ideas from Feng Shui to **freshen up your workspace** - find them on pages 3 and 4.

In our continuing focus on other Central departments, **Marketing & Research** is featured in our Spotlight on... section for this issue. On page 2, read all about the variety of services this department provides to help you serve your "customers" better, whoever they may be.

Enjoy summer --"see" you in September!

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## \*A little light reading\*

Business books don't have to be heavy and ponderous to offer valuable lessons. You might want to consider borrowing some of the following books from the Information Centre collection for a breezy and brief look at important topics.

- **Change management** – Who moved my cheese? by Spencer Johnson. This book, all 94 pages of it, tells the story of four mice and how they react to change. You will see yourself – and colleagues – in it, and you can easily read the entire book in an hour.
- **Employee motivation** -- FISH! and FISH! Tales by Stephen Lundin. Though none of us have fish to throw around at work, these two books detailing "the FISH! philosophy" (Choose your attitude, Play at work, Make someone's day and Be present) can help enliven and enrich any workplace.
- **Creativity** – Orbiting the giant hairball by Gordon MacKenzie. Subtitled "A corporate fool's guide to surviving with grace", this quirky little book is filled with drawings and witticisms, as well as wisdom about fostering creativity in the workplace.
- **Workplace wellness** – Feng Shui at work by Kirsten Lagatree. If the tips offered on pages 3 and 4 of this issue make you want to read more about using Feng Shui principles on your work space, this is the book for you.

To borrow any of these books, e-mail your request to [infocentre@cucbc.com](mailto:infocentre@cucbc.com), or request them online through the electronic catalogue on the Information Centre website at <http://infocentre.cucbc.com>.



# Spotlight on...

## Marketing & Research

Central's Marketing & Research Department provides a wide variety of services to all credit unions in British Columbia, as well as Centrals across Canada. They also offer advisory services to many departments within Credit Union Central of B.C. Perhaps best known for their **Provincial Image Campaign**, they produce a variety of newsletters, reports and other services to assist credit unions in providing service to their members.

## People before profits.

The **newsletters** produced regularly by the department include *the B.C. Credit Unions' Community Involvement Newsletter*, which keeps credit unions informed of what's happening on the charitable front; and *Market Smarts*, an in-depth research newsletter produced several times a year. Each issue focuses on a specific topic, discussing the latest trends and developments in the financial services industry, and outlining steps credit unions can take to act upon this information.

**Reports** produced by the Department include the annual *Products & Services Study*, examining market share for a variety of credit union products including demand accounts, loans, mortgages, small business and wealth management services. This study is released in the fall, and provided to all B.C. credit union. The semi-annual *Canadian Financial Products & Service Charges Market Survey* is produced each spring and fall, and is distributed to subscribing credit unions.

From time to time, **studies on specific areas of interest** are produced. Later this year watch for a major study that will examine the motivators & barriers to joining a credit union. A detailed look at RESPs is also upcoming.

Two other reports produced each year include the *Fall Term Campaign Preparation Report* and *RRSP Campaign Preparation Report*. Both these reports discuss the latest trends that may have an effect on how people will invest during these two crucial deposit-gathering campaigns. They also review the previous season to see if any trends are evolving over time.

All in all, the research side of the department will distribute some 60 pieces of research to BC credit unions this year. And this count doesn't include the ad-hoc pieces of research that are conducted for individual credit unions, internal departments at Central and other provincial Centrals, upon request.



Other services which the department provides to credit unions are the **Member Referral Program**, which helps credit unions keep members within the system when they move, as well as, administration of the system **call center** and **information website** for the public at [www.i-switch.com](http://www.i-switch.com). The website is a wealth of information about credit unions, and provides contact information and links to all BC credit unions.

Members of the department include Jim Walker who is responsible for the research side of the business, while Connie Hart is busy working on the Provincial Advertising Campaign, Community Involvement and Member Referral Programs. Maria Doyle, the Director of Marketing and Research oversees all areas of the department and Janine McInnes keeps everyone organized.

For more information about any of the Marketing & Research Department's services, just contact Janine at [jmcinnes@cucbc.com](mailto:jmcinnes@cucbc.com).

Many of us spend as much of our waking time at work as we do at home. So why not make your "home away from home" a space in which you enjoy working? By making some simple adjustments, using the principles of Ergonomics and Feng Shui, you can enhance your work space to foster greater productivity, both physically and mentally.

**Ergonomics** has been defined as the study of work and the relationship of work to the mental and physical capabilities of people. Fitting the job (tools, tasks, and environment) to the worker so that the needs of the worker are met, instead of forcing the worker to fit the job.

**Feng Shui** is the Chinese name for an environmental science that understands the flow of energies in this planet so that the practitioners can obtain the benefits of Business Harmony and Prosperity from its practice.

Interested to know more? Check out some of these information sources...

#### **ELECTRONIC INFO ON ERGONOMICS AND FENG SHUI**

- This Power Point presentation on Office Ergonomics gives an introduction to the subject, and provides detailed prevention strategies.

[http://www.pp.okstate.edu/ehs/KOPYKIT/ERGON1\\_files/frame.htm](http://www.pp.okstate.edu/ehs/KOPYKIT/ERGON1_files/frame.htm)

- The Office Ergonomics Training website focuses on particular problem areas such as low-back pain or eyestrain, and also looks at ways to address these problems.

<http://www.office-ergo.com/>

- The "ultimate" Feng Shui resource – entertaining, funny and informative.

<http://www.qi-whiz.com/>

- The techies at Microsoft examine Feng Shui in an online article: "7 ways to create harmony with your office" by Monte Enbysk on the MS bCentral website.

<http://www.bcentral.com/articles/tech/102.asp>

#### **PERIODICAL ARTICLES ON ERGONOMICS AND FENG SHUI**

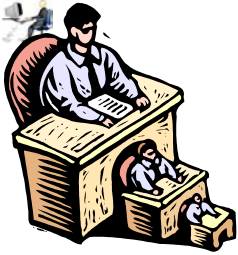
"Demystifying 'Ergonomic Correctness'," James M. Stewart, *Occupational Hazards*, May 2002, 59-66.

"Feng Shui becoming a must-have for new offices," Gina Gillespie, *Globe and Mail*, April 9, 2002.

You can request copies of these periodical articles from the Information Centre.

Interested in information on a particular topic? Just ask and we will be pleased to gather information just for you. Contact numbers are on the following page.

## Ergonomically sound advice



- Relax your shoulders.
- Support your feet with either the floor or a foot rest
- Make sure the angle between your torso and legs is 90 degrees or greater.
- Illuminate your documents properly with a task light.
- Take several short breaks each hour that include getting away from your work station and typical work tasks.



## *Feng Shui tips for the office*

- If possible, sit with a solid wall behind you. This ensures that you have support in your life. Never sit with your back to a window.
- Tables and chairs should be in a circular position so that chi (positive energy) is able to flow smoothly.
- Do not place a paper cutter next to the main door. A paper cutter is bad for harmony.
- Cactus plants are bad for the office, the sharpness of the leaves causes “shar chi” (bad energy).
- Do not place an empty vase next to the main door, as the new chi enters your office it will be disappear into the vase, never to be seen again.

## Contact us – please!

The Corporate Information Centre is here to assist you in working for your credit union’s success. Here’s how you can reach us...

Credit Union Central of British Columbia  
**CORPORATE INFORMATION CENTRE**

1441 Creekside Drive, Vancouver

2<sup>nd</sup> floor, near the stairs

Hours: 8:30 a.m. - 4:30 p.m. Monday-Friday

Fax: (604) 737-5966

### **INFOCENTRE ONLINE WEBSITE**

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A two-page Information Centre services overview is available, in print or on the Centre website. Check it out!

To request a copy of the services overview or information about any Centre service, just e-mail [infocentre@centralonline.com](mailto:infocentre@centralonline.com).