



FROM **WATERLOO LUTHERAN UNIVERSITY**

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For Immediate Release

WLU Professor to Put Canadian
Construction Industry Under
Microscope in \$100,000 Study.

One of the most intensive research projects ever undertaken by the Canadian mechanical construction industry begins this month under the direction of a Waterloo Lutheran University professor with 20 years experience in business.

He is Prof. W. Paul Albright, chairman of business administration in the university's School of Business and Economics. He said the study will take 18 months, cover all Canada, involve a small corps of researchers, and cost about \$100,000.

When its done, the professor hopes to have some firm answers on what the impact of technological change will have on the mechanical construction industry in the decade ahead, what kind of skilled tradesman will be needed and available, how good a job the apprenticeship programs in the various provinces are doing and what changes should be undertaken.

Involved in the massive study are the federal Department of Manpower and Immigration, the Canadian Plumbing and Mechanical Contractors Association and the United Association of Journeyman and Apprentices of the Plumbing and Pipefitting Industry.

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Costs will be borne half by the government and half by management and the union.

Prof. Albright said the project will begin with a study of all relevant published material and interviews with experienced people in the \$2½ billion industry. Then, several research projects under the guidance of academic specialists from all across Canada will concentrate on various aspects of the study.

"The academic researchers will be closely involved with a committee of experienced people from the industry so there can be constant reports of findings and close liaison at every stage," Prof. Albright said,

"Each stage of the project will be based on the findings of the previous one and there will be close supervision so that the work can be as complete and helpful for this vital Canadian industry as we can make it."

The Waterloo Lutheran professor said he hopes to be able to pinpoint the technological changes of the 70s, and make an accurate forecast of construction activity and training needs.

Prof. Albright said the research team will study another serious problem--that there is often a shortage of workers in one part of the country and unemployment in another area. Some years also see great activity in the industry, followed by a slack year. The study hopes to show ways of meeting these problems.

"We hope, also, to be able to forecast the amount and kinds of construction, such as homes or factories or office buildings, in the various regions of Canada."

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He said the study, the first cross-Canada one made under the government's manpower incentive program, will take into consideration the great changes in technology, such as the change to plastic pipe from the more traditional metal, modular construction, and the change to off-site pre-fabrication methods.

"The 70s will bring great changes to this industry of some 20,000 men and 1,100 firms. This study is being undertaken in an effort to gear up for change and meet the challenges."

Prof. Albright's undergraduate work was in chemistry and physics and his graduate degree in business administration.