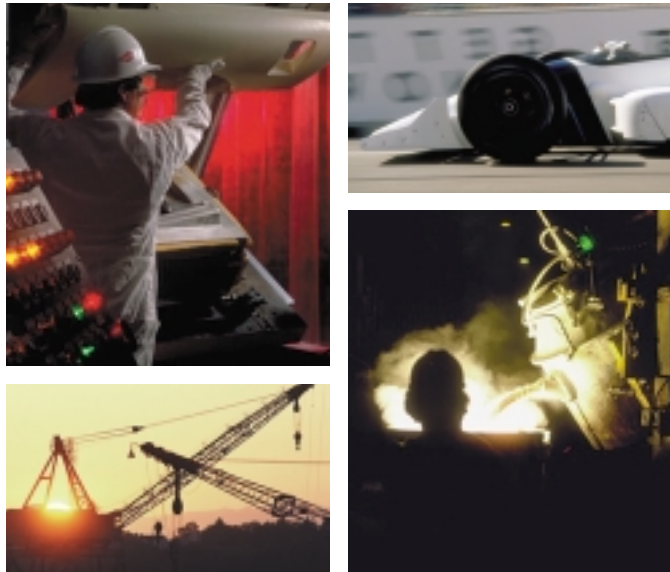


The Panasonic Trust



Supporting Professional Development



THE ROYAL ACADEMY OF ENGINEERING



Trust fund boosted by additional £500,000 donation

Panasonic UK Ltd and its Japanese parent company, Matsushita Electric Industrial Company Ltd, have just invested an additional £500,000 in the Panasonic Trust. The donation comes at a special time for Panasonic UK Ltd as it celebrates its 25th anniversary. In presenting the cheque to Royal Academy of Engineering President Sir David Davies CBE FEng FRS, Mr Yoichi Morishita, President of the parent company, paid tribute to the work of the Trust to date and reaffirmed his company's long term commitment to supporting the professional development of this country's engineers.

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In accepting the donation, Sir David thanked both companies for their generosity and praised their pioneering approach by establishing the Trust in the first instance. "A measure of the Trust's success is the high priority now accorded to continuing professional development and its acknowledged link to industrial competitiveness, quality of life and a more sustainable environment." He also emphasised the importance of the Trust's work in today's changing business climate. "The Trust has provided a lifeline to employees of small and medium sized enterprises lacking the resources for staff training and development."

Panasonic Trust Chairman, Robin Bond FEng, also welcomed the donation stating "Through the generosity of Panasonic and its parent company, the Trust will now be able to satisfy the demand for funds



from the large number of engineers wishing to embark on this particular aspect of continuing professional development." When questioned on other initiatives the Trust might embark upon, he commented "Although Trustees wish to increase their support for modular part-time courses, which they view as the core activity of the Trust, there may now be some scope for expanding our activities to include other types of course that fall within the CPD area, but this has yet to be finalised".

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Professional Development - The Employers' Role

Whilst personal development is increasingly becoming the onus of the individual, the Panasonic Trust does not overlook the key role employers have in the process. The main beneficiary of technology updating courses is the employer through the individual. It will be in company time that an individual has the greatest opportunity to exploit their new found knowledge and skills. Consequently employers are best placed to reflect upon the changes to an individual during and after the personal development process, not only in terms of job performance but in attitude as well.



In the following article Arthur Berry, General Manager of Panametrics Ltd, profiles one of the company's Process Engineers Martin Bragg. Martin was supported by the Panasonic Trust with an award to undertake the MSc in Engineering Project Management at Lancaster University. He graduated in 1994. Arthur details the changes he saw in Martin on both a professional and personal level as a direct result of his personal development initiative.

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I originally employed Martin and remember at the time being impressed by his enthusiasm and commitment. No sooner had he got to grips with a very demanding position, when he approached the company about the idea of taking the MSc course in Engineering Project Management. We have always

offered every support to individuals wishing to improve their qualifications, since we gain as much as they do. I did counsel Martin to think long and hard due to the demands of the course, his family and job, but gave all the support I could when he decided to proceed.

The benefit to Panametrics was almost immediate when Martin decided to use our own flare gas flowmeter installations as part of his course. His suggestions for implementing and improving existing systems and procedures - his demand for in-depth details on our product - and his sheer persistence in his requests, lifted the whole UK team to a level of excellence that I doubt will ever be achieved by our international sister companies. The pay-back in our level of sales on this product has been more than we could have hoped for.

I only wish more people would understand that youth combined with education and thorough training are the life blood of all our industries.

Martin's experience on the course has shown benefits in most of the facets of his job, technically, commercially, planning, research and reporting. The most obvious is his continued use of information technology. He has not only developed professionally but as an individual as well and is now much more outward looking. While everyone in our operation contributes, there is no doubt that Martin's performance has improved which is reflected in him being our top performer over the past two years.

I only wish more people would understand that youth combined with education and thorough training are the life blood of all our industries. Thanks to Martin's commitment, enthusiasm, determination and dedication, his contribution will be available for the future. Thanks in no small way to his MSc course.

The Secretary's Page

Let me start by thanking all of you who wrote to me in response to the articles that appeared in the first edition. It was very encouraging to learn of the large number of you in industry who want to update your skills but were unsure on how to go about getting started. I hope that you found our advice of use and are now on-track.

By now some of you may have heard the news of the significant cash boost the Trust received at the beginning of October. Panasonic UK Ltd and the Matsushita Electric Industrial Company Ltd have invested an additional £500,000 into the Trust. This will enable the Trust to expand its activities supporting the professional development of UK industrial engineers. The full story appears on the front page.

Obviously the recent financial boost to the Trust means that it will be able to support far more engineers than in the past. So if you or someone you work with is thinking about starting a course of part-time study to update your technical knowledge and skills, why not give us a call. The Trust is also keen to talk to the tutors and administrators of courses that fall within this category. We are always looking for new courses to support with our awards. Contact details for the Trust are given below.

Ian Bowbrick



Application Information

All enquiries about the Panasonic Trust and its activities should be made to:

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Do You Run a Technology Updating Course?

Following the recent substantial increase to its funds, the Panasonic Trust will be looking to expand its programme of support for technology updating courses in 1998. The Panasonic Trust's core activity is to support part-time modular courses which cover areas of new technology and lead to the award of an MSc degree. Applicants need not be graduates but must have an educational engineering qualification. If this matches the profile of your course, the Trust would like to hear from you. The Trust is also looking to diversify its activities at the same time, and consequently it would also like to hear from people who are involved with other types of updating and continuing professional development courses concerned with technology.