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**SIDNEY BREAKFAST CLUB MONTHLY MEETING**  
**7:00 a.m., Thursday Jan. 12<sup>th</sup>, 2012**

**Location!!**

**Victoria Flying Club  
Restaurant  
“Dakota Cafe”**

Located at Victoria International Airport  
**next to the Control Tower**

from Victoria:

Pat Bay Highway, **use new interchange  
toward airport, follow Canora to airport  
industrial east side**, then left on Canso Rd.  
at T intersection, continue straight into  
**parking lot in front of the control tower.**

**Hot & Cold Breakfast  
Buffet**

Scrambled eggs, bacon and sausage,  
breakfast potatoes; fresh fruit tray; assorted  
muffins, orange juice/apple juice; coffee/tea  
service

**\$12.00 incl. Taxes**

The dining room will be open at  
6:45 a.m. for our use only!!

**A G E N D A**

1. Introduction of Attendees and any New Participants
2. **Keith Sketchley, P.Eng., Engineer and Manager**

Keith with many years experience in the aviation industry working as an Avionics Systems engineer and more generally as a design engineer has broad experience using, repairing and modifying products, evaluating economics and developing new systems. His current interests include aviation and automotive electronic systems and external medical devices. Keith's talk will focus on:

**“Product development perspectives – usability  
and economics”**

Keith will use, as an example, a kitchen aid for weak hands to show factors that can impede or facilitate market success. He will also describe other cases including aviation, communications and software to illustrate principles applicable to developing effective products and services.

In addition to methods of product development for usability, he will address the financial impact of doing the right job well covering some enterprise tasks related to both product and general business administration.

3. VIATeC Meetings of Interest within the next month.
4. Any Other Business.

**For more information, please contact:**

Bill Cooke, Chairperson  
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E-mail: [cooke@ieee.org](mailto:cooke@ieee.org)

***If you plan to attend please advise Bill to help estimate food quantity.***