

## Quality is not a coincidence



*New Year is the time of reflection on new beginnings. Winter Solstice, Christmas, Chanukah, Kwanza all represent the opportunity to reflect and invite the new year. From 21 December, the shortest day, progressively we will have more light and the period of enlightenment begins. Many people look at New Year as the opportunity to reaffirm, re-vow and resolve what they want to get done during the year. It rarely works. To me, the focus is on where I am coming from and what I am truly committed to. The attitude and perspective that I bring to the year (whether I am aware of it or not) determine how much I will end up accomplishing and how much I will be satisfied with it. I usually discover more about my attitude and commitment when I take one compelling question and dig deeply into it throughout the year and make that inquiry the foundation for self discovery and action. The question I have chosen to engage with is, 'Which assignment am I willing to stand for and commit to? I'm quite sure it's gonna be 'quality awareness'. Why? Because it was quality awareness that made me make the right decision to chart a new and exciting course for our publishing house early last year. I am convinced that the decision to launch a new and dedicated offshore journal was the right decision at the right time for our future as international publishing house. As I assessed the team in place for this change in direction, I realised just how unbelievably important it is to have the right people on the bus in order to make this new course happen. The team and the teamwork is the critical success factor for this undertaking to be successful just as it is in creating a new branch dedicated journal. Now more than ever the highly-motivated team approach is the only effective strategy in surviving the economic turmoil. Actually, I can think of a no more rewarding experience than working together as a team to create a work-of-art where everyone involved has made some contribution. Frequently, when I browse through one of the magazines of our growing portfolio, I recall certain obstacles and issues that required lots of creative energy and deft solutions. I am thrilled and feel blessed to lead a formidable team who are totally convinced that they can do the impossible. A constant within this team is a delightful sense of overreaching, and in the course of overreaching, achieving truly amazing results. Quality is not a coincidence!*

*On behalf of my wife, directors and staff of our publishing house I wish you all a very happy holiday season and a very happy and prosperous New Year. Take time off, relax, enjoy, and don't forget to write. Best Wishes!*

Dennis Vinkoert

Publisher



# Ship Building i n d u s t r y

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Front cover and background picture contents page: With its 5,000t crane capacity Oleg Strashnov – under construction for Seaway Heavy Lifting – is the largest monohull heavy lift vessel in the world and is the largest vessel ever built by IHC Merwede. The newbuild vessel is an impressive DP3 class heavy lift vessel designed for the installation and removal of offshore platforms, subsea construction and special projects. Photo courtesy Bonn & Mees.