

Report to Membership

January 2021

The fourth quarter of 2020 was a time of transition for PSC-GPC. While our society was distracted by political and viral turmoil, the PSC-GPC Board and staff have been very busy with human resources changes and pushing forward with new and exciting initiatives.

Thank you Ria van der Veen

Ria van der Veen is parting ways with PSC-GPC following 18 years of dedication to the Association. Ria joined the Canadian Council of Land Surveyors as an Executive Assistant in 2003 and staying in this role when PSC-GPC was rebranded in 2010. She has also worked closely with our Professional Liability Insurance Committee and managed the Horizon newsletter. On behalf of our membership and the Board I would like to thank Ria for her commitment to PSC-GPC and to wish her the best in her future endeavours.

New Executive Director - Michelle Zuk

Michelle Zuk has nearly 20 years experience in business development and stakeholder relations. Michelle holds a master's degree in Business Administration from the University of Fredericton. She has previously been the Business Development Manager for Calgary's Marda Loop district and a Business and Development Analyst for oil and gas exploration companies. For the past seven years Michelle has owned and managed a Calgary based business consulting firm catering primarily to the oil and gas sector.

Our membership can reach Michelle at michelle@psc-gpc.ca. Welcome Michelle!

Our Board has a new Director from New Brunswick

Michael Haines, OLS, P.Eng., has been approved as the newest PSC-GPC Board member. Michael is in the process of relocating from Sudbury, ON to Burton, New Brunswick. Welcome Michael!

Membership Management

PSC-GPC is in the process of updating our membership management software and processes. Upcoming changes will allow individual members, who are not managed through an all-in province, to be able to renew with online payment. We are also considering options for varied payment timeframes. Memberships are planned to be integrated with the pending webmap feature of our website, ensuring that the public can find any and all of our members near their property or project site. An end user licence agreement for the use of the P.Surv trademark by our members will be integrated into the renewal process.

The Board is also investigating the best way to issue membership cards to our membership, including your unique P.Surv registration number.

PSC-GPC Magazine Initiative

PSC-GPC has engaged London Road Media to manage and develop a nationwide online and print magazine for Professional Surveyors. Although the primary audience is our membership, content will be partially catered to government and collaborative professionals such as lawyers and realtors. We expect a marketing package for the magazine to be available in the second quarter of 2021 and to roll out our first semi-annual edition in September of 2021.

The PSC Board is excited to work on this new line of communication to our members, government, and industry. A nationwide magazine also provides a means of communication for smaller regulatory associations that do not wish to commit financial resources to a professional level publication. If you are a PSC-GPC member and interested in helping in this endeavor, please contact our Executive Director. If any regulatory association or individual has content for our pilot issue, please contact Michael Thompson at michael@psc-gpc.ca.

Unauthorized Practice – Communications Initiative

PSC-GPC members from across the country have brought forward concerns and examples of unauthorized practice. The public relations committee has been considering options on how to engage with the public on this important issue. We issued an RFP to marketing and communications firms and have decided to move forward with Lloyd Rang Communications. LRC is working with PSC-GPC to assess the most effective way to communicate the dangers and liabilities of the unauthorized practice of surveying by individuals and government agencies. PSC-GPC looks forward to implementing a communications plan on this important issue.

A group of Quebec Land Surveyors are setting the path to organize a branch of Professional Surveyors Canada

The membership of OAGQ completed a survey in December regarding the future of the involvement with PSC to advocate for the surveying profession in Quebec. The OAGQ was instrumental in this survey to reach the Quebec Land Surveyors using their own platform. The survey had a good number of responses and the result are very impressive with more than 78 % willing to create a professional body within PSC.

Further to these results, a group of Quebec Land Surveyors will define the approach to create a new organization and participate, as a branch of PSC-GPC, in these coming weeks. There are several issues that need to be advocated in the province of Quebec with the government, municipalities, crown corporations, private business, and the professional associations in the construction, real estate, underground infrastructure, and other key sectors, like the rest of Canada.

The past year has brought to light the inherent conflict of interest with regulatory associations speaking to the government on professional issues. Pandemic lockdowns inhibited the practice of professional surveying and the OAGQ was unable to advocate on the issue. PSC-GPC looks forward to facilitating a proper line of advocacy between professional surveyors and the Province of Quebec, be it through a branch of PSC-GPC or the formation of a new organization serving our profession.

P.Surv. Trademark Pending

The [P.Surv Trademark](#) was approved on December 11, 2020. The advertising process for the trademark began on January 6, 2021. Under the constraints imposed by the current global environment we expect that full uninhibited use of P.Surv by our members to be in place by June of 2021. A reminder that a licence agreement will need to

be in place for our members to use the trademark, either through your regulatory association or on an individual basis.

Alberta Registries

On January 18th the Government of Alberta posted a [Request for Expression of Interest](#) to privatize the Alberta Land Titles Registry. PSC-GPC has reached out to the Alberta Real Estate Association and has been in contact with the Alberta Branch of the Canadian Bar Association to explore issues of common ground related to the privatization and modernization of the current registry. Please forward any comments or concerns that you may have on this matter to Alberta Director Colin Keir at colin@psc-gpc.ca.

Questions, comments and suggestions are always welcome and can be sent to info@psc-gpc.ca.

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