PROFESSIONAL SURVEYORS CANADA
GÉOMÈTRES PROFESSIONNELS DU CANADA

Interim Report to Membership (Revised) May 2016

What's the latest?

As with our quarterly report last month, there is a lot going on at Professional Surveyors Canada. From a new advertising campaign, to underground infrastructure mapping and more, but the big news for this report is …..

Professional Surveyors use P. Surv

Professional Surveyors Canada has applied for a trademark for the use of the designation P. Surv. This is big news and will have many benefits to our members and our industry. We are sure you have a lot of questions regarding this initiative so here are the answers. PSC obtained legal advice before making the application to the Trade-marks Branch of the Canadian Intellectual Property Office. We expect consultations by the Trade-mark branch to extend to fall and an initial response to the application by August.

Doesn't Saskatchewan use P. Surv?

Yes. The trademark application required a description of the type of trademark and the services associated with it. PSC used a very similar description as that used in Saskatchewan, which currently uses a P. Surv designation for licenced land surveyors and the expanded profession. We have specifically used the same description as the Saskatchewan description of practice of professional land surveying and practice of professional surveying as described in the Saskatchewan Land Surveyors Act. This is a bit complicated and requires further explanation that will not be dealt with here. However, to be clear there are about 4 different 'marks' in Canada. Some are Trademark, Qualification Mark and Certification Mark. There can be more than one use of a 'registered' mark, so there likely won't be any conflict with Saskatchewan. We have legal advice on this. More on this below in the FAQ.

Why Now

The obvious question. After consulting with marketing experts and explaining that each province uses a different designation, we were advised that it would be difficult to market 11 different designations; BCLS, ALS, SLS, MLS, OLS etc. As well this was very confusing to the public. For this reason a better system was needed. We looked at PLS for professional land surveyor, PS for professional surveyor and others. The choice to go with P. Surv, was in keeping with standards expected and recognizable by the public. We went with what was likely to work best. As well no person or group currently owns the trademark and anyone could apply for the designation. It is based on first application in Canada.

As chair I did not proceed without considerable consultation across Canada. This was then considered by the board and approved. If successful the designation would be used like this. Instead of me being Wilson Phillips, MLS, CLS, I would be Wilson Phillips P. Surv, MLS, CLS. This common branding allows for public to understand easily who is licenced and who is not. It cannot be stressed enough that this is needed for the initiatives that are underway. There is no change to the operations of any provincial associations by design. I

PSC Corporate Office / Bureau principal :
101B – 900 chemin Dynes Road
Ottawa, ON K2C 3L6
45° 22' 10.45" N 75° 42' 16.50" W 82m elev.
Phone / Tél : 613-695-8333 Toll free/Sans frais 1-800-241-7200

want to make this very clear to everyone. This does not mean a different licence schema or anything like that. Nothing changes for the associations, but the members get control of an important trademark and betters their marketing ability. It would mean that outside of Saskatchewan, PSC members would have 'control' over the designation. More on this in the FAQ.

Promoting Professional Surveyors – We are on our way

I hope that with professional surveyors working together on this and other initiatives that the public can recognize the unmatched expertise regarding land development and the benefit of using a professional surveyor. This common brand will go a long way to reducing barriers to the public in recognizing common standards and professionals that are there to assist them.

FAQ

Will I as a licenced surveyor in Canada be required to be a member of PSC to use the P. Surv designation?

Yes and no. In Saskatchewan nothing changes. The PSC membership is made up of the licenced professional surveyors in Canada, so although this would be true, professional surveyors as a group would 'control' the use of the term.

Do I have to use the P. Surv designation?

No. There is no requirement to use the P. Surv designation ever.

Will the P. Surv designation replace my provincial designation?

No. There is no change to the licencing schema in place.

Could the P. Surv designation be used for the expanded profession?

Yes, but that is not the intent at this point. The designation is limited to licenced surveyors and is controlled by the PSC membership, which is currently licenced professional land surveyors. Changes would have to be agreed to by the membership. Please see below for further explanation

I am currently using the P. Surv designation from the Saskatchewan. Will this affect me?

No. The intent is to avoid conflict with the Saskatchewan schema, however common agreement will be sought for clarity or any changes that may be required.

I am currently using the P. Surv designation but I am not licenced in Saskatchewan. Will this affect me?

Yes. If successful, and you are not a licenced professional land surveyor, there would be an issue currently.

Will there be any further requirements to use of the PSC designation?

It is undetermined at this point. Membership in PSC would be by definition, required. It is also envisioned that adherence to a code of ethics will be required to protect the public. This will likely have a provision so that in order to use the P. Surv designation, the member agrees not to practice land surveying if the person does not have a licence to do so. Therefore to be a P. Surv designee, the condition of the code would be that if you purport to practice land surveying in a jurisdiction, and are not licenced in that jurisdiction, you would be barred from using P. Surv. Similarly, if a P. Surv user is convicted of an offense and loses his/her licence in a jurisdiction, the use of P. Surv would not be allowed. This is a work in progress and would have to be approved by the membership.

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Who can I call if I have questions?

If you have questions, the please call your local representative or the chair at the number below

Respectfully,

Wilson Phillips, MLS, CLS
Chair, Professional Surveyors Canada
Président, Géomètres professionnels du Canada
Administrateur - Manitoba

Phone/Tél. : (204) 663-2089 Ext. 3
Cell/Cellulaire: (204) 795-5761
Email/courriel: wilson@psc-gpc.ca
www.psc-gpc.ca