PROFESSIONAL SURVEYORS CANADA
GÉOMÈTRES PROFESSIONNELS DU CANADA

Report to Membership October 2016

What's the latest?

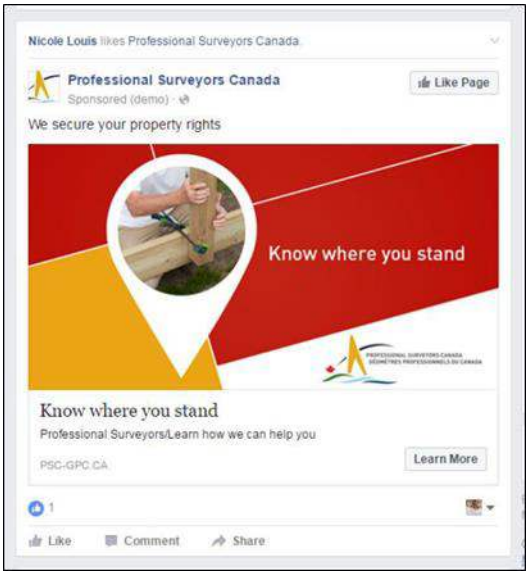
It has been a very busy summer. We have been busy revamping our website which is now live and we are already working on revisions. The new website corresponds with our fall advertising promotion. Our spring advertising campaign was very successful and we are building on that success. The trademark initiative is progressing and we are working toward a harmonized voice for all professional surveyors in Canada. In the coming months we will be tailoring our messages to the initiatives that matter most to professional surveyors in each region. We hope to work with local jurisdictions to compound our efforts.

Our board will be doing our annual face to face meeting in October and from this meeting will come our priorities for the next year. We look forward to a productive meeting and as usual welcome your input. In the coming year we will be seeking members for the following committees; advertising and promotion, advocacy, underground infrastructure, and insurance. Our annual meeting will mostly focus on where to spend our resources for the following year.

Advocacy through awareness – No shrinking violets

The numbers are in from our spring advertising and promotion campaign and they are fantastic. Our fall initiative is being matched with a new website that supports the advertising messages. In total the spring campaign had over 23 million views and nearly sixty thousand direct click throughs on web advertisements. The message is getting out and we have only just begun. Our fall advertising run will build on our success and run for the month of October and part of November.

Our advertisement has three specific targets, one is home renovations, one at real estate transactions, and one is focused on the construction industry. This is the one that focuses on home renovations. Our spring 2017 campaign will be tailored in specific areas that are reflective of regional differences.



Advocate this!

The advocacy committee and the PSC board have been working very hard. The majority of our time has been focused on underground infrastructure surveying, location, and the property rights system. This is an important initiative to both our members and the public. We continue to advocate for legislation and regulations that reflect the safety of the public and an open and transparent system. This is a labour intensive process and we hope our members appreciate the effort involved.

The position paper on UAVs is still being nuanced based on the current proposed changes to the regulations. As many of the members may be aware, there are currently new regulations pending on the Transport Canada website, which we encourage you to review and comment on. Members should also be aware that the United States has all but eliminated regulations for commercial operations where in-line-of-site UAVs are used in limited air space. This may have an effect on the tact of Transport Canada, and we continue to monitor the situation.

Quebec

The Quebec professional surveyors held their conference September 22nd to 23rd. The conference was well attended and PSC was there to promote the collaboration of all members. Wilson Phillips, the chair of PSC, made a presentation to the membership and highlighted the need for a collaboration on important initiatives such as underground infrastructure and advocacy with a common voice. The OAGQ members were well engaged in the issues and we hope that more integration can happen. The upcoming joint meeting in March of the OAGQ, AOLS, and ACLS is a prime example of working together that can lead to more cooperation and benefit all professional surveyors across Canada.

Geo Alliance

No teleconferences were held in this quarter for Geo Alliance. The group is still forming its mission and we look forward to liaising further once a clear path forward has been chosen.

PSC Board News

We are sorry to announce that Guy Craig has retired as Director on the PSC board. He has spent the last 13 years working with staff, directors and members to make our Association a nationally recognized voice for Land Surveyors. Guy has been with PSC since its beginning, helping with the transition from CCLS to PSC. He served as a Director for Saskatchewan, also as the Chair of the Board from 2013-2015, and was awarded the well-deserved PSC Fellowship designation in 2015.

The PSC Fellowship designation was created in 2013 to honour individuals who have given noteworthy service to Professional Surveyors Canada and the surveying profession nationally.

We would also like to welcome our new Director for Saskatchewan, Darren Patkau. Darren has attended his first Board meeting and is enthusiastic about his new role.

Please feel free to contact the Board through the main office at info@psc-gpc.ca or 1-800-241-7200.

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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