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For Immediate Release:

APEGM Changes its Name and Logo

WINNIPEG, September 24, 2015 – The professional engineering and geoscience licensing association in Manitoba, previously titled The Association of Professional Engineers and Geoscientists of Manitoba, commonly shortened to the acronym APEGM, has changed its working name to Engineers Geoscientists Manitoba, coming into effect September 2015.

Since the original logo incorporated the old name, a change of logo has occurred as well. The new logo presents strong bolded lines representing the letters E and G, the two first letters of the Professions the Association represents. The lines appear bar-like, with the initial three reaching out horizontally, placed one above the other like building blocks, each an example of a bar set and raised. The concept of the logo is clear and concise, with the minimal letter forms giving a sense of structure and space.

While the APEGM logo and the old name are expected to be phased out in the upcoming months, all staff email and website addresses are expected to remain the same for the time being.

Always aiming to serve its members and the general public, the Association began considering shortening its name years ago for greater clarity and ease of introduction, and went through many meetings and a Council vote to consider the change. “Although the (old) name is familiar to us, it is not easily recognized by the public. If you did a survey, how many people would know what APEGM is?” explained Grant Koropatnick, P.Eng., FEC, CEO & Registrar of the Association in a 2013 publication of *The Keystone Professional*, the official publication of Engineers Geoscientists Manitoba.

Name changes from lengthy titles have already occurred at a number of Engineering and Geoscience Associations across Canada, such as in New Brunswick where the provincial association is now called Engineers Geoscientists New Brunswick, and nationally by the former Canadian Council of Professional Engineers and Canadian Council of Professional Geoscientists which are now titled Engineers Canada, and Geoscientists Canada respectively.

Engineers Geoscientists Manitoba currently oversees over seven thousand members, and this number is expected to increase as demand and the population within the province continues to grow. As a public organization assigned to serve and protect public interest, it may be agreed

that changing the name of the Association to one that is more recognizable and concise, is doing just that. Never mind the fact that it just, makes life work better as well.

The Association administers *The Engineering and Geoscientific Professions Act* by licensing professional engineers and geoscientists and setting standards for and regulating these professions in Manitoba so that the public interest is served and protected. Rigorously educated, experienced, and committed to a Code of Ethics that puts the public interest first, licensed engineers can be identified by the “P.Eng.” and licensed geoscientists by the “P.Geo.” after their names.

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