

NOTICE TO MEMBERS

December 15, 2011

AQSA Member

**Subject: Association Quantity Surveyors of Alberta (AQSA) name change to
Canadian Institute of Quantity Surveyors - Prairies and Northwest Territories**

Dear Member:

I am proud to announce that our national organization and its collective membership have now fully embraced the rebranding initiatives spearheaded by AQSA Past President, Chris Reinert. The consensus to implement a collective re-branding of our Institute, compliments our profession immensely through advancing the Institute's mandate by providing considerable recognition and support both from our membership and other industry partners. This undertaking which was accepted and ratified by the CIQS membership at this year's past AGM (held in Jamaica in June) is now in the implementation stages, where re-naming each of CIQS's affiliate groups must be completed to actualize the strategy. Measures are now underway in all affiliate regions across Canada to simultaneously implement this mandate. Accordingly, we too must participate in this process through the renaming of our own governance body. As committed, our organizational name will be changed from our current name the "Association of Quantity Surveyors of Alberta" to our new identity the "Canadian Institute of Quantity Surveyors - Prairies and Northwest Territories".

For the members who did not have the opportunity to attend our last AGM in Edmonton, or the CIQS event in Jamaica, a little historical background information may help. Following direction from the members at the CIQS AGM in 2011, CIQS engaged *Parcel Design* (a marketing firm) to create a marketing plan that would raise the collective profile of the CIQS and its membership designations. Since a successful marketing campaign requires a clear, consistent brand, Parcel Design started its assignment by completing a full brand audit to reveal what perceptions of CIQS were currently held in the marketplace. Surveys and interviews were subsequently completed by Parcel Design, where their research revealed that CIQS members are finding themselves in need of greater awareness of their profession and credentials. Opportunities for on-going education to maintain credibility, advocacy and support from their peers were also sought by our membership. These common objectives which resonated during the brand auditing implied that the CIQS is considered an asset, but under its currently fragmented format, a unified front was needed. More specifically, from a marketing perspective, it was discovered that the image projected by our profession required critical improvement.

As CIQS is an umbrella organization with all six affiliated associations utilizing separate brands that bear no relationship to one another, confusion in the marketplace (and within our own membership) detracted from our common identity. So CIQS explored the idea of utilizing one brand that unites the CIQS and all affiliated associations; thus the new CIQS logo was born. The new national logo will be adapted by all six affiliated associations following name changes by each if the affiliates.

At this time, the paper work has been started and we have sought legal advice on how to finalize the details. This name change will bring us in line with the CIQS and their overall branding strategy in an effort to be a more unified Institute, carrying a much stronger brand identity. Both nationally and internationally, our membership designations will have a stronger brand with all affiliates using the same logo and name style, identified individually by our unique regions. As part of this process, CIQS will be licensing the new logo, where each affiliate will enter into an agreement with CIQS to use the new logo.

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An Affiliated Association of the
Canadian Institute of Quantity Surveyors

Locally, our AQSA undertakings to complete this process will be executed over two distinct stages:

1. Our membership must ratify the name change through holding a *Special General Meeting* (held in a similar format to our AGM) as per Article 3.04 and 3.05 of our by-laws. Upon announcement of this meeting, we will have 30 days to assemble, meet and vote on the name change approval.
2. Upon our affiliation's approval of the name change, the current by-laws will require changes and updates to recognize the new association name as adopted. This step is not intended to change our currently stated rules, regulations, or re-distribute the administrative authority of governance; but merely update our existing by-laws to reflect our newly adopted name change. These modifications must be completed in accordance with Articles 9.01 and 9.02 of our bylaws. Doug Eastwell our current Registrar is currently developing these updates, which are expected to be presented in January and ratified for acceptance at our 2012 AGM.

The Applicable By-Laws Governing These Changes Are As Follows:

Article 3 - MEMBERS

- 3.04** (a) *An Annual General Meeting of the members shall be called in each calendar year at such place and date as the Board may select for the purpose of discussing matters of general or specific interest to the Association or profession. Notice of the Annual General Meeting shall be sent to all members at least thirty (30) days prior to the date scheduled for such meeting.*
- (b) *The quorum for any Annual General Meeting shall be twenty-five (25) members, a minimum of ten (10) members present and the balance represented by duly appointed proxy.*
- (c) *Any Member may attend and take part in the discussions at the Annual General Meeting but only Qualified Members shall be eligible to vote either in person or by duly appointed proxy.*
- (d) *The Minutes of the previous Annual General Meeting and the Minutes of any special General Meeting held in the previous year shall be presented at the Annual General meeting.*
- (e) *The order of business at the Annual General Meeting shall be:*
- (i) *Reading of Notice calling the Meeting*
 - (ii) *Reading of the Minutes*
 - (iii) *Business arising from the Minutes*
 - (iv) *Written reports stating the financial and other business transacted during the period since the last annual or special General Meeting*
 - (v) *Appointment of Auditors*
 - (vi) *New business*
 - (vii) *The adoption and ratification of the By-laws, Rules and Regulations and any amendments thereto.*
- 3.05** *Special General Meetings of the members may be called by the Board at any time and shall be called in accordance with Article 3, Clause 3.04 of these By-laws.*

Article 9 - AMENDMENTS TO BY-LAWS

- 9.01 *Proposals for new By-laws or for amendments to existing By-laws may be made by the Board or any member of the Board and shall be addressed to the Secretary/Treasurer who shall then submit such proposals with recommendations to the Members. After allowing two (2) months for interchange of views by correspondence, the proposed new By-laws or amendments to By-laws shall be submitted to the next meeting of the Board. The Board shall vote on such proposal but such proposal shall not be declared carried unless it is affirmed by two-thirds of the votes cast.*
- 9.02 *If a member is dissatisfied with the action of the Board under the above-noted Article (9.01) he may submit a proposal for new By-laws or amendment to existing By-laws to all members for approval. Upon approval by two-thirds of the membership of the Association, the President shall declare such proposal adopted.*

As identified by our membership, a Canadian approach to Canadian issues is valued within the marketplace, and professional certification will be even more critical to address the changing market needs. Increasing recognition of our designations is putting the CIQS in a unique position to address the growing demand for greater accountability when it comes to construction economics. Upon completion of our institute's rebranding undertakings, we will further secure our regional position in the organization, gaining increased recognition through adopting a common identity (nationally); while simultaneously raising our profile as licensed members.

Once implemented, our new logo and appearance will present as follows:



It is at this time, I would wish to provide official notice and welcome all current AQSA members to attend this historic event by participating at our **Special General Meeting**, to benchmark this transition, and celebrate our achievement in fulfilling this vision. This meeting is scheduled to be held on **January 20, 2012 at:**

Danish Canadian Club of Calgary

727-11th Avenue SW

Calgary, Alberta

Time 5:00 - 9:00pm

You can **register** for this meeting by going to the news section of the AQSA website at www.aqsa.ca.

SPECIAL GENERAL MEETING:

Adoption of Name - CIQS - Prairies and Northwest Territories

AGENDA

- a. Call to order.
- b. Reading of notice calling the meeting.
- c. An introductory presentation by Dave Burns, President regarding the CIQS rebranding and the adoption of the new society names by the provincial affiliates.
- d. Special message from our Past President, Chris Reinert - (Innovator of the Rebranding Initiative)
- e. Vote on Adoption of CIQS - Prairies and Northwest Territories.
- f. Destroy ballots.
- g. Festive gathering of snacks, drinks and socializing to follow.

(A full member in good standing may appoint any other Full Member to exercise his/her vote by written proxy. Proxies may be mailed or faxed to the office of the association. All proxies must be submitted for verification to the Registrar prior to the commencement of the meeting.)

As your current acting AQSA President I would encourage all members to take part in this milestone event through celebrating our accomplishments and hallmarking this advancement in our organizations evolution. Should you have any discussion points or inquiries in relation to our renaming procedures or rebranding endeavours, I would welcome any comment or discussion you may have. I can be reached via email at president@aqsa.ca.

Best Regards,

A handwritten signature in black ink, appearing to read "Dave Burns".

Dave Burns, PQS

Professional Quantity Surveyor

President, Association of Quantity Surveyors of Alberta (AQSA)