



Years of Professionalism



APEGGA'S MISSION

We serve the public interest by regulating the practices of engineering and geoscience in Alberta, by providing leadership for our professions, and by upholding our members in their professional practices.

APEGGA'S VISION

We will be a valued agent of excellence in professional practice and an internationally respected leader of the engineering and geoscience professions.



APEGGA's Annual Report 2010

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CORE THEME NUMBER ONE



the professions on the provincial, national and international stages

In an increasingly complex and interconnected world, the leadership, professionalism and excellence found and developed in Alberta can and should be used to help and influence others.

Yet even in simpler times, APEGGA has been at the forefront. Our leadership reputation, in fact, goes back to our very formation, more than nine decades ago.

Today, our ideas and policies continue to ripple through our professions and other professions into the rest of society — here, across the country and abroad.

Alberta-originated decisions and improvements often become models for engineers, geoscientists and their regulators in other jurisdictions.

In this section, you'll read about some of our leading policy and operational initiatives, including the perspective of the Association's two top leaders — President Kim Farwell, P.Eng., and CEO Neil Windsor, P.Eng.

The 2010-2011 Executive Committee and Council

APEGGA is responsible to the membership and the public through an elected Council and Executive Committee. The CEO sits on the Executive Committee, reports and answers to Council, and is ultimately responsible for the work he, his managers and his staff do on behalf of the professions.

Representing the public are three provincially appointed members of Council. And representing the APEGGA professions on the national stage are three members who attend Council meetings on behalf of Engineers Canada and Geoscientists Canada.

EXECUTIVE COMMITTEE

PRESIDENT

Kim Farwell, P.Eng., FEC

PAST-PRESIDENT

Jim Beckett, P.Eng., FEC

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John Hogg, P.Geol.

Dr. Ken Porteous, P.Eng., FEC

Colin Yeo, P.Geol.

Dr. Allin Folinsbee, P.Geoph., FEC (Hon.)

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DIRECTOR

Mike Smyth, P.Eng., FEC

GEOSCIENTISTS CANADA

DIRECTOR

John Hogg, P.Geol.

President's Report By Kim Farwell, P.Eng., APEGGA President

■ One of the most exciting, challenging and interesting things an Alberta engineer or geoscientist can do is serve as APEGGA President. Now that my term is winding down, I can confirm that the position was certainly all that — and a lot more, too.

I'll state the obvious first. It was of course an honour to be APEGGA's 91st President, and to serve members and the Alberta public during our 90th anniversary year as a self-regulatory organization.

Our professions and our Association are dynamic and important, and I can't emphasize enough what a privilege this has been.

Not everyone gets to do this job, and the self-confident side of me would like to think that my skills and talents led me to this point. But many, many other members are equally or even better equipped for the job than I am.

That's what you learn most of all in this position: humility. Yes, being APEGGA President is a truly humbling experience. I have met literally hundreds of dedicated and fascinating people — in the trenches building a better life for Albertans and people around the world, in our sister associations across Canada, in our national bodies, in governments large and small, in non-profit groups.

My only hope is that in some enduring and noticeable way the 2010 Council and Executive Committee of APEGGA lived up to the high standards others expect of us. If we have succeeded, we will have had a positive impact on the professions and, more importantly, on the public well-being, now and into the future.

In this report, I'll discuss a few of our significant policy decisions and strategies in 2010, and attempt to explain why I believe they are important and will have a lasting effect.

Deepening the Skilled Labour Pool

As Alberta and all of Canada continue to rebound from the last few years of economic downturn, questions surrounding the bigger labour picture continue to be of concern to many individuals and organizations. APEGGA is certainly among those organizations looking for answers.

Not too long ago, labour shortages were a very real threat to Alberta's prosperity. Projects were delayed.



Urban housing and infrastructure where unable to keep up with population growth — paradoxically, there weren't enough people available in the workforce to keep up with the needs of the people arriving for jobs. Costs shot upwards. As a Fort McMurray resident, I saw this side of the boom in an up-close and personal way.

APEGGA wants to help ensure that scenario does not repeat itself. But how?

There are many ways to address the potential labour shortage. For example, we can — and we will — continue to license qualified engineers and geoscientists who arrive here from around the world. And in fact we've been making the process simpler and quicker for internationally educated graduates for quite some time now. We will continue to add this worldly flavour to our register.

Another way to influence the supply side, however, is through encouraging under-represented groups to become members. Let's start with the gender gap. As a woman and an engineer, I certainly feel adequately qualified to discuss this point.

The good news is that I am not the first-ever female President of APEGGA. The not-so-good news is that I am only the third one. All three of us have served in the last decade or so, which certainly suggests more women are reaching positions of power and influence in our professions.

But let's not get too excited. Although the difference in numbers of women to men is not nearly as significant as it used to be in most professions, the same cannot be said for engineering and geoscience. In Alberta, fewer than 12 per cent of our registered engineers and engineers-in-training are women. On the geoscience side, the percentage is under 18 per cent.

Our professions need more women, plain and simple, so we should be doing what we can to encourage women at all levels of their education to pursue mathematics and the sciences.

Aboriginal membership has been officially on our radar, as an APEGGA strategy, for over four years. We don't know exactly how many aboriginals are members of APEGGA, but we do know that they are severely under-represented. This is true of not just our professions but of all math and science professions.

President's Report (continued)

APEGGA is directly tied to a national program with Engineers Canada, which created the Indigenous Peoples Outreach Task Force in 2006. In the summer of 2010, Engineers Canada signed a partnership agreement with the Assembly of First Nations, designed to increase awareness of and access to careers in engineering for indigenous youth. The partnership calls for the development of educational materials and new initiatives.

In September 2010, APEGGA Council gave its support to two business plans that delineate actions to increase participation rates of women and aboriginals in engineering and geoscience. These reports are available on our website at www.apegga.org. Click on Outreach under the grey tab at the top labelled K-12 & Teachers

Social Media

Professional organizations tend to be a bit conservative when it comes to adopting new technologies and new ways of doing things. This is true even for APEGGA, which clearly has more than a few technology nerds on the register.

This conservatism isn't necessarily bad. Quite a few bandwagons crash into the ditch before one trundles through that is truly worth climbing aboard. For every Internet, you have to weave through three or four Segways and HD DVDs.

APEGGA quite reasonably has taken a gradual approach to the current trend of communicating through social media. I have certainly experimented with it during my presidency as a way of connecting with the younger demographic within the Association.

In traditional media, APEGGA retains control of much of the message and brand. Releases and postings go through a series of approvals before they are put forward, and in most cases only the President and CEO speak to the media on behalf of the organization. It might be days or even weeks before a particular response or message is released.

Social media users don't have that kind of patience, and APEGGA can't retain any control over any Twitter tweets and Facebook postings. Every idea discussed is a living, changing organism — it belongs to everyone and to no one. That's what makes the issue difficult.

However, social media such as Facebook and Twitter are also an extremely useful part of the communications mix,

particularly when it comes to reaching young people. They certainly have a role in promoting events and in getting a read on what our younger demographic is doing and thinking.

Council has taken a careful but important step forward on the issue. We decided to approve in concept that staff continue to investigate social media, after considering a staff paper on the subject.

By the way, the Association has two Twitter accounts — @apegga_ab and @apeggaprez (mine for now!). Staff members have also created a Facebook page to connect with engineering and geoscience student societies, and to promote university student membership through the APEGGA Student Advantage Program.

From Our Branches

The grassroots of APEGGA are represented at the branch level. It's from here that many of our future leaders come and many of our current leaders continue to have an impact. Math and science events for students and the public, interesting luncheon topics for members, member induction ceremonies and many more activities take place because of the hard work of these engaged and energetic volunteers.

Every President takes the pulse of the membership by speaking to the branches and meeting with branch representatives, during a tour through the 10 branch regions.

It's here we learn of the challenges unique to each of our geographic areas, but also of the challenges and concerns common to much of our membership. Gathering that information was a fascinating experience for me.

In Conclusion

It's been quite a year, but now it's time for me to move into the role of Past-President, stepping aside as Jim Smith, P.Eng., takes over the presidency. I wish him all the best and I am confident that APEGGA is in good hands.

Thanks to everyone who has supported me and made this year such a joy — including Council; CEO Neil Windsor, P.Eng., COO Len Shrimpton, P.Eng., Registrar Al Schuld, P.Eng., and the rest of the APEGGA staff; the APEGGA Executive Committee; my employer, Syncrude Canada Ltd.; and all the others too numerous to mention. It's been a wonderful ride.

Chief Executive Officer's Report By H. Neil Windsor, P.Eng.

■ As you will have read on the cover, *90 Years of Professionalism* is the theme for our 2010 *Annual Report*. The simple truth about APEGGA represented by those words is obvious enough. The Association turned 90 in 2010, a fact we officially acknowledged with a special anniversary logo.

Turning 90 is a milestone, to be sure. Any group that exists across multiple generations, while keeping itself relevant and vibrant, is certainly worth acknowledgement. I, for one, am proud to be part of our rich and important tradition, both as a member and as the Association's CEO.

There's a lot lying just beneath the theme, however, that I'd also like to explore. To do so, I'll borrow some of the points made and facts presented by a past-president of APEGGA, Dr. Gordon Williams, P.Geol., FEC (Hon.). He's writing a series of articles about APEGGA's history for our member magazine, *The PEG*, the first one of which appeared in December 2010 under the headline *APEGGA's Leadership Roots Run Deep*.

Indeed they do. The article emphasizes the leadership and vision of those who instigated the formation of what was first called the Association of Professional Engineers of Alberta. The year was 1918, and this was a young province in a young country. The heady, booming days immediately following the First World War promised a bright future.

It was a time to build, and a time to grow and develop. For the most part, it was not a time to forecast or reflect.

Or was it? Members of the Edmonton branch of the Engineering Institute of Canada were not blinded by the glare of the boom. They took the time to see the challenges presented by their times as well as the benefits. These challenges centred on the shoddy engineering being carried out by unqualified individuals. Something had to be done.

"Although no engineering disasters were recorded in Alberta, poor engineering appeared by be everywhere evident, with attendant waste of money and resources," Dr. Williams wrote.

That's a point worth pondering. APEGGA is built upon the premise that the public needs to be protected from poor professional practice. Note the foresight: no disaster had happened to send engineers into action. They saw a very real possibility of trouble, however, and, to use a term popular today, made a proactive move.



Recognizing a problem is one thing. Seeing it through to a lasting solution is quite another. Self-regulatory legislation at the provincial level was opposed by no fewer than three other groups. Our Association's forebears had to build consensus, negotiate and alleviate various fears.

And they did so, but not with only Alberta's interests in mind. Those farsighted engineers from Edmonton joined forces with counterparts in B.C. and Ontario to

convince the national Engineering Institute of Canada to endorse the concept of provincial self-regulation. A committee drafted a model act, and this was then used by each province to create individual provincial legislation. Alberta's act received Royal Assent on April 10, 1920, formally establishing the Association of Professional Engineers of Alberta.

The culture that created APEGGA in 1920 thrives today. We still lead within and beyond our borders. In this report, you'll read of many examples of how that leadership manifests itself, nine decades later.

As the CEO, I am ultimately responsible for the operations performed by directors, managers and support staff on behalf of members and, more importantly, the public. I am the official link between our elected Council and staff. Council expresses and expects us to continue the same level of leadership that built APEGGA and its reputation. It is my job to make sure our staff carries out Council's wishes.

Some of those wishes involve working with government at every level and reaching across our borders. We are always actively analyzing our own legislation with an eye for improvement, and also improving the mobility of engineers and geoscientists coming to — and working outside of — Alberta.

New Designations

The culmination of many years of work is coming to fruition in the form of new APEGGA designations. Two of these involve technologists, and a third involves geoscientists.

At year-end, a new, jointly regulated designation for technologists was ready for its first official application. We expect to witness this milestone with ASET, the Association of Science and Engineering Technology Professionals of Alberta, very soon in 2011.

This designation is Professional Technologist, or P.Tech., and it comes out of at least a decade of debate and

Chief Executive Officer's Report (continued)

negotiation with ASET. Although we will play an equal role in regulating P.Tech.s through joint boards with ASET, these practitioners will be members of ASET only.

This opens a new door to independence and self-regulation for educated, experienced technologists, as they take responsibility for work within individualized scopes of practice based on applicable codes and standards. We look forward to welcoming the first of these technologists into the self-regulatory fold, and I am certain the public will be well served by them.

Another designation has received a name change and will no longer involve ASET. The Registered Professional Technologist, or R.P.T., designation becomes Professional Licensee. These APEGGA members, who work within broader but also individualized and defined scopes, will not require ASET membership.

In the geoscience realm, we expect changes to our governing legislation will be given Royal Assent in 2011 to create a third new designation. This will be the P.Geo., or Professional Geoscientist, effectively eliminating the gaps between P.Geol. (Professional Geologist) and P.Geoph. (Professional Geophysicist). Those with the existing designations will be allowed to keep them, but otherwise the designations will be replaced.

This new designation will improve mobility within and beyond Canada. It also eliminates a regulatory distinction between two professions that have already become one in more and more real-life cases.

The names of our act and our Association will change. *The Engineering, Geology and Geophysical Professions Act* becomes the *Engineering and Geoscience Professions Act*. APEGGA therefore becomes APEGA, for the Association of Professional Engineers and Geoscientists of Alberta.

We have planned what's called a soft rollout of the new name, which will involve us adopting an altered logo and other changes of supplies and signage. We will use up existing supplies wherever possible to make the transition as economical as possible.

The Mobility File

We completed our first full year operating under two internal trade agreements in Canada — called the B.C.-Alberta Trade, Investment and Labour Mobility Agreement and the national Agreement on Internal Trade, or TILMA and AIT. These agreements codified what engineering and geoscience regulators in Canada were already doing, which is to allow licence transfers almost automatically between Canadian regulatory authorities.

Our bonds with the U.S. regulatory boards continued to strengthen in 2010. We surveyed the boards and published their requirements for Canadian engineers wanting to work in the U.S. Many of these boards are relaxing their requirements, and this is a direct result of the consistent building of goodwill between Canadian regulators and individual state boards.

We also continue to work on a similar level of reciprocity in the geoscience realm, and I hope to be able to report soon about progress in that area. In the meantime, we have entered into an agreement with the National Association of State Boards of Geology, or ASBOG, to conduct a trial run of the Fundamentals of Geology exam on Alberta soil.

For some years now, we have been offering Fundamentals of Engineering exams here, and just recently began doing the same for Principles and Practice of Engineering exams.

Passing the above-mentioned exams are initial steps in becoming licensed by state boards. We also use the Fundamentals of Engineering exam as a confirmatory exam for many of the internationally educated graduates seeking licensure in Alberta.

These arrangements speak volumes, I think, about the level of respect and trust we've been cultivating with our U.S. counterparts. This cooperation will continue to pay dividends for our members and theirs, and more importantly in the economic well-being of all the jurisdictions involved.

In Conclusion

I have touched on only a few areas of APEGGA leadership, but I hope I've left you with a solid impression of where we are headed and where we have been.

Of course, I could not do my job without the people around me. A big thank you goes out to President Kim Farwell, P.Eng., and her Executive Committee and Council. Also, I must mention the two leaders who report to me, Registrar Al Schuld, P.Eng., and Chief Operating Officer Len Shrimpton, P.Eng., as well as their very capable directors, managers and support staff. Thanks for delivering the measurables reported elsewhere in this report, and turning lofty plans and strategies into clear, consistent action.

Finally, kudos to the hundreds of volunteers for the thousands upon thousands of hours of work they donate to their Association. We could not operate at this level without the sweat equity and wisdom you donate so faithfully.

Attract — Youth

■ OBJECTIVE

- Excite children in kindergarten to Grade 12 about science and math
- Increase the numbers of students seeking engineering and geoscience careers.

■ RESULTS

APEGGA participated in 249 events and reached more than 32,000 students.

At the end of 2009, we signed a partnership agreement with the Alberta Science Literacy Association. This agreement with the ASLA

- increases our reach to students
- uses volunteers more efficiently
- uses staff and funds more effectively
- reduces duplication.

APEGGA now helps promote and recruit members to join the Scientists and Engineers-in-the-Classroom Program, which ASLA affiliates offer to teachers.

APEGGA is currently negotiating memorandums of understanding with the four large urban school boards. These will formalize APEGGA's commitment to working with teachers and school boards to encourage young people to consider careers in engineering and geoscience.

APEGGA supports and works with a number of other science organizations and programs with similar goals and objectives, including science fairs and camps, universities, math contests and more.

Member Volunteers

The number of members volunteering to help run the APEGGA Outreach Program in Edmonton and Calgary was down to about 250. However, special events such as Science & Technology Week and National Engineering & Geoscience Week were over-subscribed with member volunteers with over 500 members volunteering for these special events.

Family Events

Rock & Fossil Clinics

We held our seventh annual Rock & Fossil Clinic at the Canmore Museum & Geoscience Centre, and our 17th annual clinic at TELUS World of Science Edmonton. Attendance at the two events reached more than 500 people.

APEGGA supports the Canmore centre with an annual operating grant as well. The clinics allow members of the public to bring rocks for analysis by professionals. The Canmore event featured a keynote address on the coals and Cretaceous fossils of the Bow Valley, near the town.

Geoscience Day

APEGGA joined forces with the outreach departments of four technical societies to put on the second Geoscience Day in Canmore. Susan Eaton, P.Geol. P.Geoph., showed slides and movies about a visit to Antarctica. She also answered questions about her experiences and about APEGGA membership. Other presentations covered earthquakes, volcanoes and global tectonics, and energy security and sustainability.

Science Olympics

Nine of 10 branches hosted, sponsored or supported science olympics events. More than 1,800 Alberta students participated.

Elementary Science Nights

A total of 11 elementary science nights were held in Calgary and Edmonton. The popularity of these events continues to be strong with schools in both areas.

Teacher Awards Program

Through our Teacher Awards Program, APEGGA encourages great teachers to continue to improve. The number of awards for math and science teachers increased to 20 in 2010. Each teacher received a certificate and \$2,000 to spend on science or math education at his or her school. We received 157 nominations and saw a marked improvement in the quality of the nominations.

Attract — Women and Aboriginal Youth

■ OBJECTIVE

Place a particular emphasis on connecting with indigenous peoples, girls and women, and other groups underrepresented in the APEGGA professions.

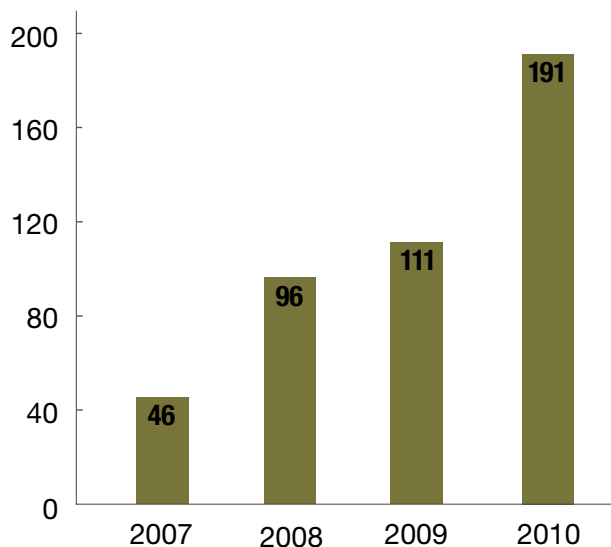
■ RESULTS

Aboriginal Mentoring Program

Our Aboriginal Mentoring Program continues to thrive, at two Edmonton schools and two Calgary schools. The Edmonton schools have a 100 per cent aboriginal enrolment and many aboriginal faculty members, and the Calgary schools have a high aboriginal population. Nine mentors in Calgary and six in Edmonton volunteer for the program, a growth of two. The number of protégés we reach has now climbed to 191, up 70 per cent from 2009.

Our mentor training and orientations, template for reporting on visits, and provision of educational materials all support mentor activities. We also encourage student attendance at summer science camps through the University of Alberta and the University of Calgary.

Aboriginal Mentoring *Number of Protégés*



In 2010, six female aboriginal students attended the Choices Conference at the U of A, put on by Women in Scholarship, Engineering, Science and Technology.

In Calgary several Grade 6 aboriginal students job shadowed at Nexen Inc., an APEGGA permit holding company. We will continue to help make field trips possible for the aboriginal students in this program.

Further Programs for Aboriginals

APEGGA sponsored

- One-week science camps in Beaverlodge, the Kikino Métis settlement and Gift Lake. These camps were conducted by the Discovery-E program at the University of Alberta and were designed specifically for aboriginal students.
- The First Nations Technical Service Advisory Group's summer environment camp for youth, and an APEGGA member spoke there about career opportunities in engineering and geoscience.
- A Science Alberta Foundation Aboriginal Ways of Knowing science crate, for use in the classroom.

We also supported events at Edmonton's Canadian Native Friendship Centre, and aboriginal youth activities at the Canmore Museum and Geoscience Centre.

For more information on APEGGA's commitment to increasing Aboriginal participation in the professions, see *Increasing Aboriginal representation in Engineering: APEGGA Business Plan, July 2010*, at www.apegga.org.

Women in Science and Engineering

APEGGA became a founding partner in support of the national Women in Scholarship, Engineering and Technology office, located at the University of Alberta. We have agreed to publish articles on the issues women face and the advantages to the profession in having more women practitioners of the APEGGA professions. In addition, in September 2010, APEGGA Council endorsed a strategy for retaining and attracting women to the APEGGA register. See *Increasing Women in Engineering: APEGGA Business Plan, July 2010*, at www.apegga.org.

Connect – University Students

OBJECTIVE

Connect university students to the roles and benefits of APEGGA, so they go on to become fully engaged professional members.

RESULTS

University Liaison

APEGGA builds and forges its student connections through student liaison committees with the University of Alberta, the University of Calgary and Mount Royal University.

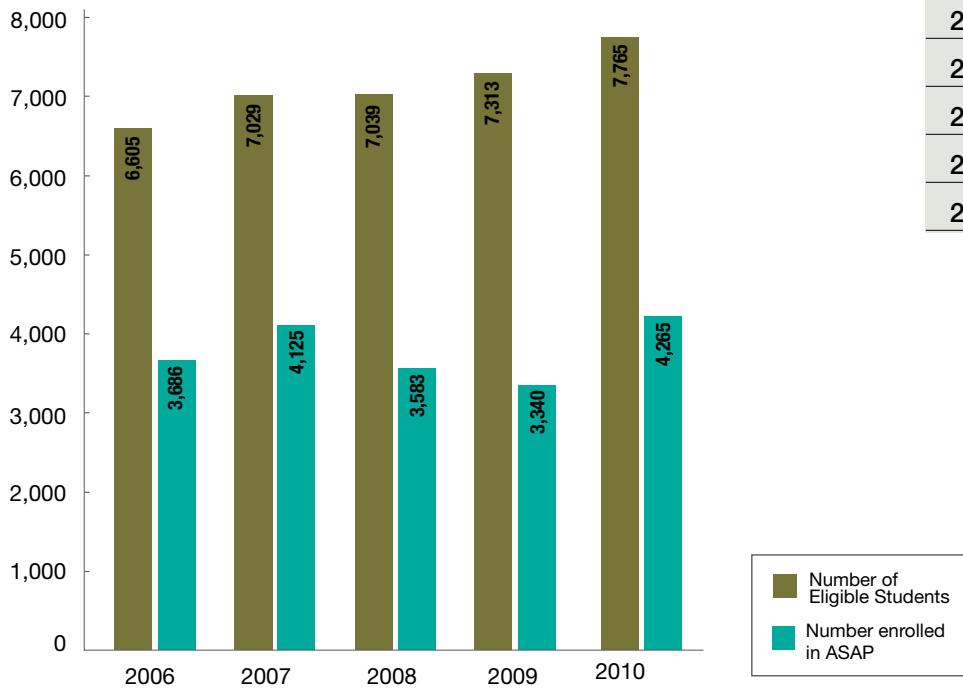
APEGGA Student Advantage Program

We engage university students early by giving them a

non-professional form of membership, through our APEGGA Student Advantage Program. This allows them to experience the value of membership including participating in APEGGA member benefits.

More students have become eligible to participate in the ASAP program and APEGGA began several new strategies in early 2010 to increase the enrolment numbers, including presentations on the value of ASAP membership. We also updated the visual identity and content of the APEGGA Student Advantage Program promotional materials and created an ASAP Facebook page.

ASAP Registration



CAPTURE RATE PERCENTAGE

2006	55.80%
2007	58.69%
2008	50.90%
2009	45.67%
2010	55.00%

Connect – University Students

Student Project Support

Sponsorships and grants were again provided to the Engineering Student Project Funds at the University of Alberta's Faculty of Engineering and the Schulich School of Engineering.

APEGGA Education Foundation

APEGGA Education Foundation, an arms-length organization, partners with the University of Calgary and the University of Alberta to support university students in engineering and geoscience. Together, these partners provide awards, scholarships and bursaries to deserving students. APEGGA provided \$92,000 in funding in 2010, and also provided staff support.

Support of the Rings

We don't present the cherished Iron and Earth Rings, which over the years have become potent symbols of the engineering and geoscience professions. That's the job of the Corporations of the Seven Wardens and Stewards in Edmonton and Calgary.

However, APEGGA supports the wardens and stewards by providing workshops and luncheons, held in conjunction with the ring ceremonies.

With or without their rings, graduates require APEGGA professional membership to practice without supervision.

Geoscience Student Support

APEGGA continued to be highly active in the geoscience student community in 2010. Following are a few highlights.

- We supported the annual GeoSkills Day Conference in Calgary, but it was planned and executed by geoscience students from the University of Calgary, University of Alberta and Mount Royal University.

Following a similar format was the inaugural Alberta Student Energy Conference, the brainchild of the U of C Petroleum Engineering Student Society. This event involved students in engineering and business as well as geoscience.

- We finished shooting video and delivered a pilot Professional Practice and Ethics Course at the University of Calgary, then followed up with revisions.
- We held an evening Professional Practice and Ethics Seminar at the University of Alberta Department of Earth and Atmospheric Sciences, attracting about 40 students. A professional practice seminar at Mount Royal University reached 11 students. And we held Introduction to APEGGA for second-year geology students at Mount Royal, sponsored by the Joli Fou Society.
- We held a workshop for summer students at Penn West Energy and another for teaching assistants in the Schulich School of Engineering. A seminar for SAIT geophysical information technology students centred on how to qualify for a Professional Licensee (Geophysical) designation with APEGGA.
- APEGGA sponsored the Canadian Association of Geophysical Contractors' three-day Seismic in Motion event west of Canmore. The event included presentations by APEGGA staff. We also sponsored the attendance of 35 students and two professors of geophysics from the University of Calgary and Mount Royal University.
- APEGGA supported the Canadian Association of Geophysical Contractors' three-day Seismic in Motion event west of Canmore. The event included presentations by APEGGA staff. We sponsored the attendance of 35 students and two professors of geophysics from the University of Calgary and Mount Royal University.

REGULATE

**the practices of engineering and geoscience
effectively and efficiently so the public
interest is served**

In the days immediately following the First World War, the need for regulation in engineering became obvious to a group of visionary Alberta professionals. Their idea for self-regulation became the model adopted across the country.

Regulatory work is, therefore, the foundation of APEGGA. Everything we do stems from the desire to make sure the work of engineers and geoscientists is skilled and ethical.

This is what produces the professionalism and public safety Albertans have relied upon us to deliver for the last 90 years.

Member Licensure

■ THE LAW

All practicing engineers and geoscientists in Alberta must be licensed.

■ OBJECTIVE

Ensure that only properly qualified geoscientists and engineers are licensed.

■ BACKGROUND

The Registration Department is the first stop for potential geoscientists and engineers as they begin their Alberta careers. This is where their futures begin, whether they're

- new graduates set to earn four years of experience as members-in-training
- internationally educated graduates having their overseas credentials examined so they can start anew in Alberta
- professionals transferring here from other Canadian jurisdictions, or
- technologists seeking a level of licensure to practice within specific scopes.

The APEGGA Board of Examiners performs the due diligence our legislation demands of us when we consider applications for licensure. The board is made up of 60 volunteers. Three of them are public members and the rest are professional members of APEGGA.

■ RESULTS

We've come a long way. Part way through 1920, the fledgling professional body then known as the Association of Professional Engineers of Alberta passed the milestone of 100 members.

What a difference 90 years of professional registration make. At the end of 2010, the Association was closing in on the 60,000-member mark.

For the last several years, Alberta and the rest of the world have been pulling out of an economic downturn. Even so, the province continued to be a destination of choice for our professions, with the growth of our membership and applications continuing almost unabated.

It adds up to a large volume of work for staff and volunteers, and the numbers represent real people attempting to fulfill their career ambitions. With that in mind, APEGGA took a major step forward by launching an online application process in the latter part of 2010. This allows potential members to not only complete their applications online but also track the status of their applications. The system improves customer service and will help speed the application process.

APEGGA continued to receive a large number of transfer applications from professionals registered in other Canadian jurisdictions, with over 700 such applications received under the two new Canadian internal trade agreements — the B.C.-Alberta Trade, Investment and Labour Mobility Agreement, or TILMA, and the national Agreement on Internal Trade, or AIT.

In 2010 APEGGA also saw an increase in the number of applications for Professional Licensee. Existing members originally licensed as Registered Professional Technologists saw their R.P.T. title changed to Professional Licensee under amendments to APEGGA's governing legislation. At the end of the year, 270 Professional Licensees were registered with APEGGA.

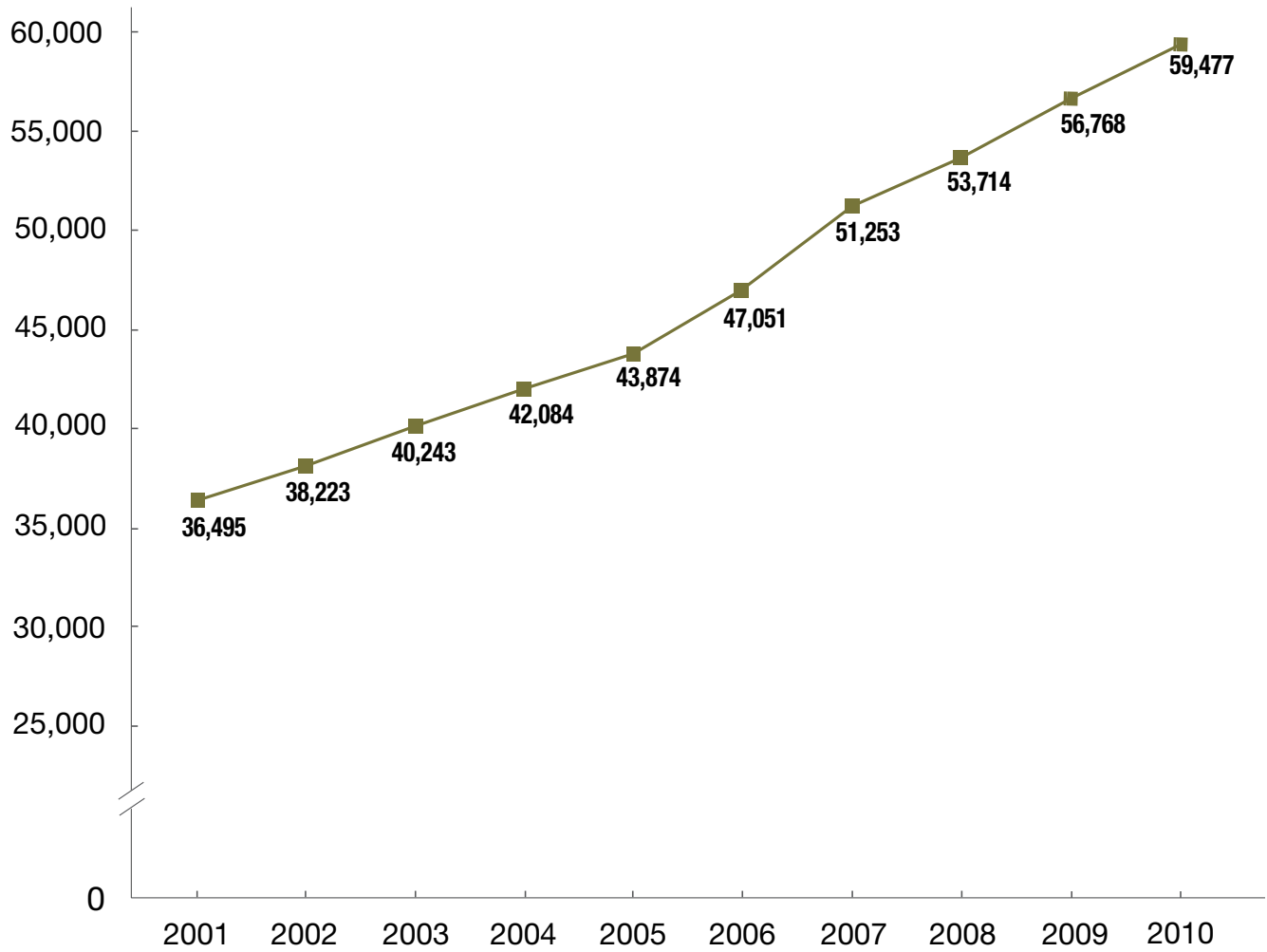
The APEGGA/ASET Joint Board of Examiners for Professional Technologists began work in 2010 to evaluate the qualifications of individuals applying for a new designation called Professional Technologist. Professional Technologists will be members of the Association of Science and Engineering Technology Professionals of Alberta, known more commonly as ASET, but will be jointly evaluated and jointly regulated by ASET and APEGGA.

Professional Technologists will be given the right to practice independently and use their stamps within individually specified scopes of practice. These scopes will be the routine application of industry-recognized codes, standards, procedures and practices, using established engineering or applied science principles and methods of problem solving.

The joint board will likely license the first Professional Technologists in 2011.

Member Licensure

10-Year Membership Growth



Member Licensure

MEMBERSHIP

	Dec 31 2010	Dec 31 2009	Yearly Change
Professional Members (includes Life Members)			
P.Eng.	39,044	37,104	5.2%
P.Geol.	3,521	3,438	2.4%
P.Geoph.	1,077	1,055	2.1%
Dual Membership	120	124	-3.2%
Licensees	767	704	8.9%
Professional Licensees	270	232	16.4%
Provisional Licensees	110	69	59.4%
	44,909	42,726	5.1%
Members-in-Training			
E.I.T.	7,883	8,082	-2.5%
Geol.I.T.	694	642	8.1%
Geoph.I.T.	237	232	2.2%
	8,814	8,956	-1.6%
Other			
Exam Candidates	1,235	1,160	6.5%
Students	235	175	34.3%
ASAP University Students	4,265	3,728	14.4%
Honorary Members	19	23	-17.4%
	5,754	5,086	13.1%
Total Membership	59,477	56,768	4.8%

APPLICATIONS RECEIVED

	2010 Total	2009 Total	Yearly Change
Professional Members			
P.Eng.	3,308	3,210	3.1%
P.Geol.	203	191	6.3%
P.Geoph.	60	53	13.2%
Dual Applications	20	6	233.0%
	3,591	3,460	3.8%
Members-in-Training			
E.I.T.	1,008	816	23.6%
- Student Luncheon	1,169	1,250	-6.5%
Geol.I.T.	68	65	4.6%
- Student Luncheon	121	98	23.5%
Geoph.I.T.	12	16	-25.0%
- Student Luncheon	42	49	-14.3%
	2,420	2,294	5.5%
Other			
Licensees	253	246	2.8%
Professional Licensees	78	36	116.7%
University Student	1,508	1,147	31.5%
	1,839	1,429	29.0%
Total For APEGGA	7,850	7,183	9.3%
APEY & NAPEG*	58	41	41.5%
Total Applications	7,908	7,224	9.5%

* Association of Professional Engineers of Yukon, Association of Professional Engineers and Geoscientists of N.W.T. & Nunavut

Member Licensure

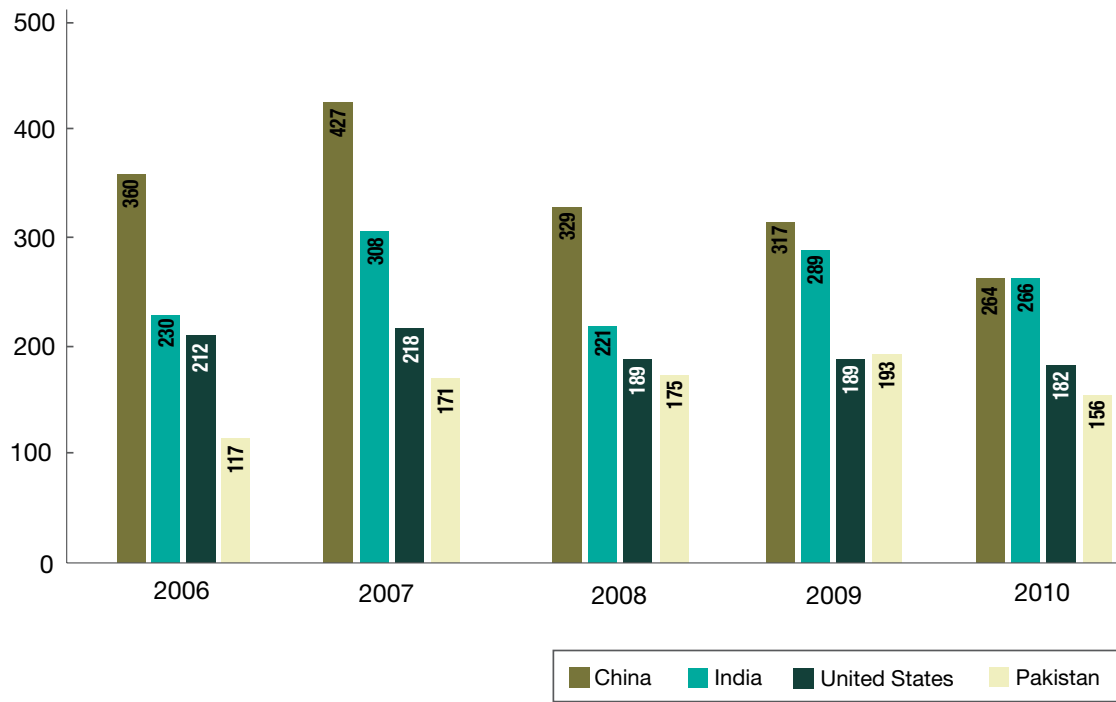
APPLICATIONS APPROVED

	2010 Total	2009 Total	Yearly Change
Professional Member	3,412	3,499	-2.5%
Foreign Licensee	194	145	33.8%
Professional Licensee	42	37	13.5%
Member-in-Training	1,879	2,294	-18.1%
University Student	1,514	1,147	32.0%
Examinee	503	574	-12.4%
Student	127	78	62.8%
Provisional Licensee	65	43	51.2%
Total	7,736	7,817	-1.0%

STATUS CHANGES

Total Members at End of 2009	56,768
Total Number of Applications Approved by Board	7,323
Reinstatements	462
Reactivations	231
Resignations	(903)
Cancellations	(1,331)
Expired Members-in-Training	(93)
Deceased	(231)
Withdrawn Examinees/Students	(537)
Existing M.I.T.s/Examinees/Students Granted Professional Membership	(2,623)
Change in University Student Member Number	537
Total Members at End of 2010	59,477

Applicant Origins – Top Foreign Countries



Corporate Licensure

THE LAW

Each company practicing engineering or geoscience in Alberta must have an APEGGA permit to practice.

OBJECTIVE

Ensure that only properly qualified companies are licensed.

BACKGROUND

In 1920, the creators of what would become APEGGA envisioned improving the quality of engineering in Alberta by licensing individual practitioners. By the 1960s and 1970s, however, the idea of requiring engineering and geoscience firms in the consulting business to license took root as well. Even if a non-member owned a consultancy, the permit would make sure named professionals were responsible for the engineering or geoscience services it sold.

APEGGA and our provincial legislation of the day made the permits necessary in 1968.

Then in the early 1980s, the reach of the permit was extended to all companies practicing engineering and geoscience. Any company practicing the professions needs the ethics, skills and qualifications that come through self-regulation. This is true whether or not a company sells its services directly to clients, and it's an example of how APEGGA has entrenched the role of professionalism over time.

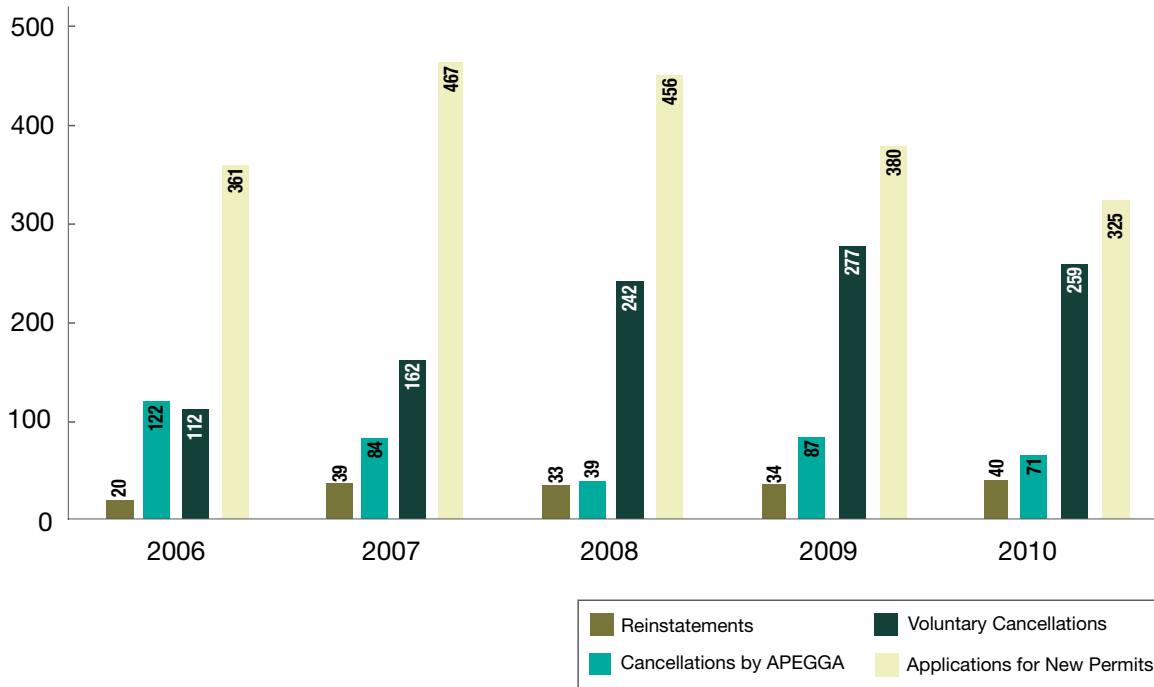
See also *permit seminars*, page 19.

RESULTS

APEGGA issued or processed

- 14.5 per cent fewer permits in 2010 than we did in 2009
- 17.6 per cent more reinstatements
- 18 per cent fewer APEGGA-initiated cancellations and suspensions for cause
- 6.5 per cent fewer voluntary cancellations.

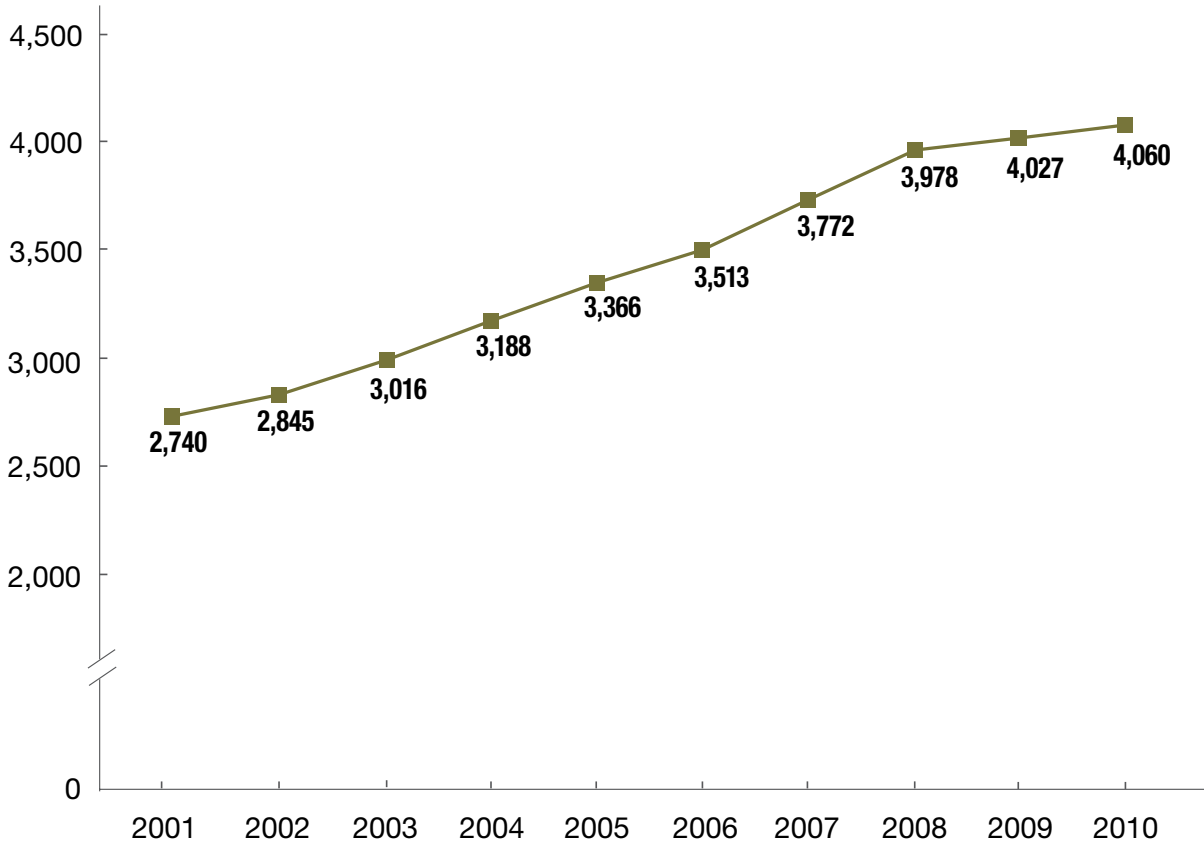
Permit Activity



Corporate Licensure

Overall growth rate in the number of permits was weak for the second consecutive year, at just 0.8 per cent, likely a reflection of a flat economy.

Number of Permit Holders



Permit Seminars

THE LAW

Responsible Members of permit-holding companies must attend an APEGGA Permit to Practice Seminar at least once every five years. Each permit-holding company must have at least one Responsible Member.

OBJECTIVE

Help companies ensure their work meets our ethical, accountability and quality standards.

BACKGROUND

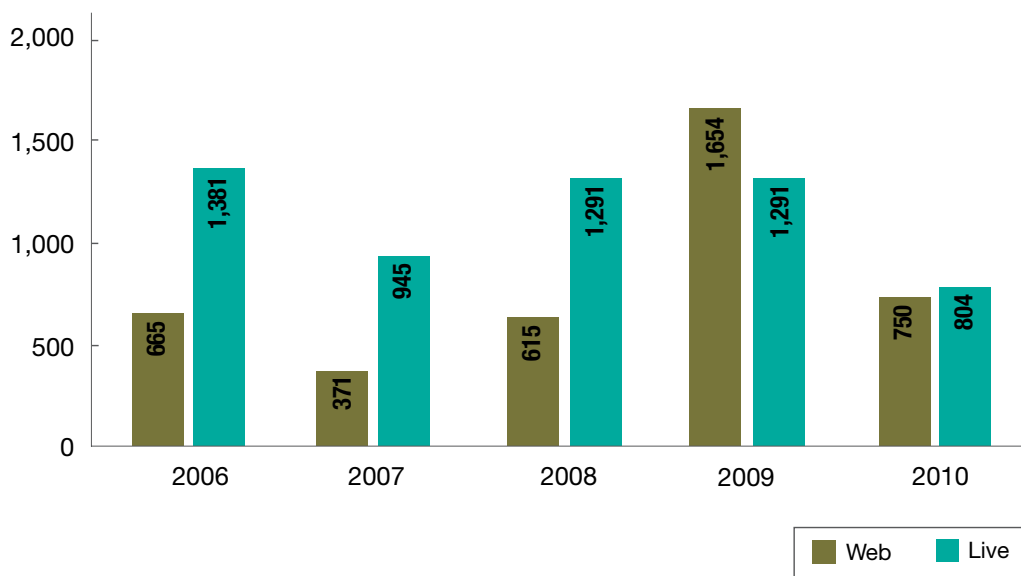
APEGGA first began licensing consulting firms in the late 1960s, with the system expanding in the early 1980s to all other companies practicing in Alberta. In 2004, we added the Permit to Practice Seminar to help our Responsible Members entrench professionalism in their corporate cultures.

RESULTS

Demand for the mandatory Permit to Practice Seminars remains strong, although the total number of attendees in 2010 did decline from the record number set in 2009. That year marked the five-year anniversary of the seminars, meaning many Responsible Members attended for their second time to keep themselves in compliance.

A total of 1,554 Responsible Members attended the seminars in 2010 — 804 attending live seminars and 750 opting to view the material online. Live seminars were held in Lethbridge and Medicine Hat at the request of the local APEGGA branches, and we hope to hold similar events in other branches in 2011.

Permit Seminars Participation



Complaints

THE LAW

Complaints against APEGGA members must be investigated.

OBJECTIVE

Ensure these complaints are investigated in a fair and timely manner.

BACKGROUND

We receive complaints and decide whether they have enough merit to be forwarded to the Investigative Committee.

This committee may

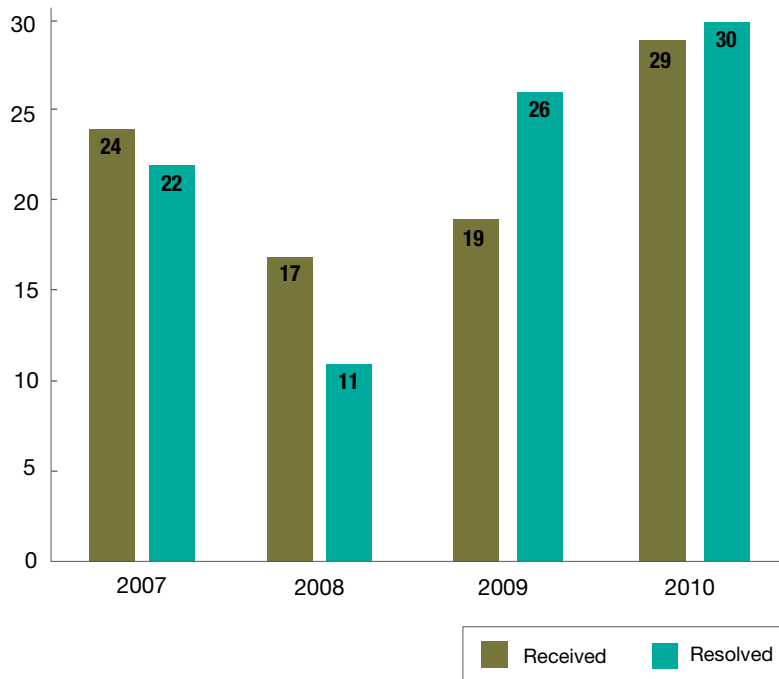
- dismiss the complaint, or
- forward the complaint the Discipline Committee for further action.

Process improvements over the last several years have helped increase the number of complaints resolved. This is part of continuing improvements in the flow of Investigations Department files.

RESULTS

Complaints in process at start of year (2 in abeyance)	19
Formal Complaints Received during the year	29
Complaints resolved in 2009	
Mediated	1
Refused by Investigative Committee	0
Dismissed by Investigative Committee after review	9
Held in abeyance	2
Forwarded to Discipline Committee	18
Total Complaints Resolved	(30)
Complaints at end of year (5 in abeyance)	18

Complaints



Complaints often carry over from one year to the next, which is why more complaints are sometimes resolved than received in any given year.

REGULATE

Discipline

THE LAW

- Complaints reaching the Discipline Committee must be
- withdrawn or dismissed
 - sent to a hearing for a decision, or
 - resolved through consent.

OBJECTIVE

Ensure that discipline decisions are reached in a fair and timely manner.

BACKGROUND

In the aftermath of the First World War, engineers in Alberta saw the need for better regulation of their disciplines. They proposed the idea of self-regulation — and one of self-regulation’s cornerstones is the disciplining of members when necessary.

One of APEGGA’s obligations, then, as a self-governing profession is to deal fairly with those members whose actions deserve sanction, either because of unskilled practice or unprofessional conduct. That function is carried out by APEGGA’s Discipline Committee.

All Discipline Committee decisions in which findings are made against members are published in *The PEG*, naming the members, unless the committee’s orders direct that the names not be included.

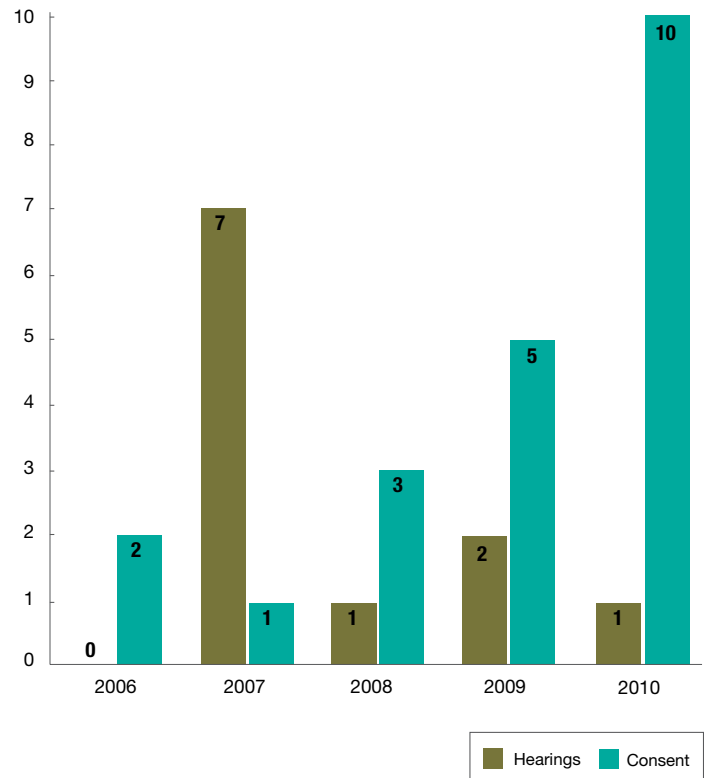
RESULTS

Of particular significance in the past year is the increased number of recommended orders, or consent agreements, brought before the Discipline Committee. If an investigated member admits to the allegations made against him or her, there is no need to hold a formal Discipline Committee hearing to prove the charges.

Hearings can be time consuming for all involved, because of the need to accommodate the schedules of the different parties involved. Recommended orders, when appropriate, help speed up the process.

	HEARINGS	RECOMMENDED ORDERS
In Progress Start of Year	1	3
New Cases Received	2	8
Resolved		
Findings Against	0	6
No Findings Against	1	4
In Progress End of Year	2	21

Decisions Resolved



Appeals

THE LAW

APEGGA must hear appeals of investigative, discipline, practice and licensure decisions.

OBJECTIVE

Ensure that appeals are handled fairly and in a timely fashion.

BACKGROUND

The first line of appeal for members and permit holders is the APEGGA Appeal Board. After that, recourse is through the Alberta Court of Appeal.

The board has the authority to hear appeals from decisions of the Board of Examiners, the Investigative Committee, the Discipline Committee and the Practice Review Board.

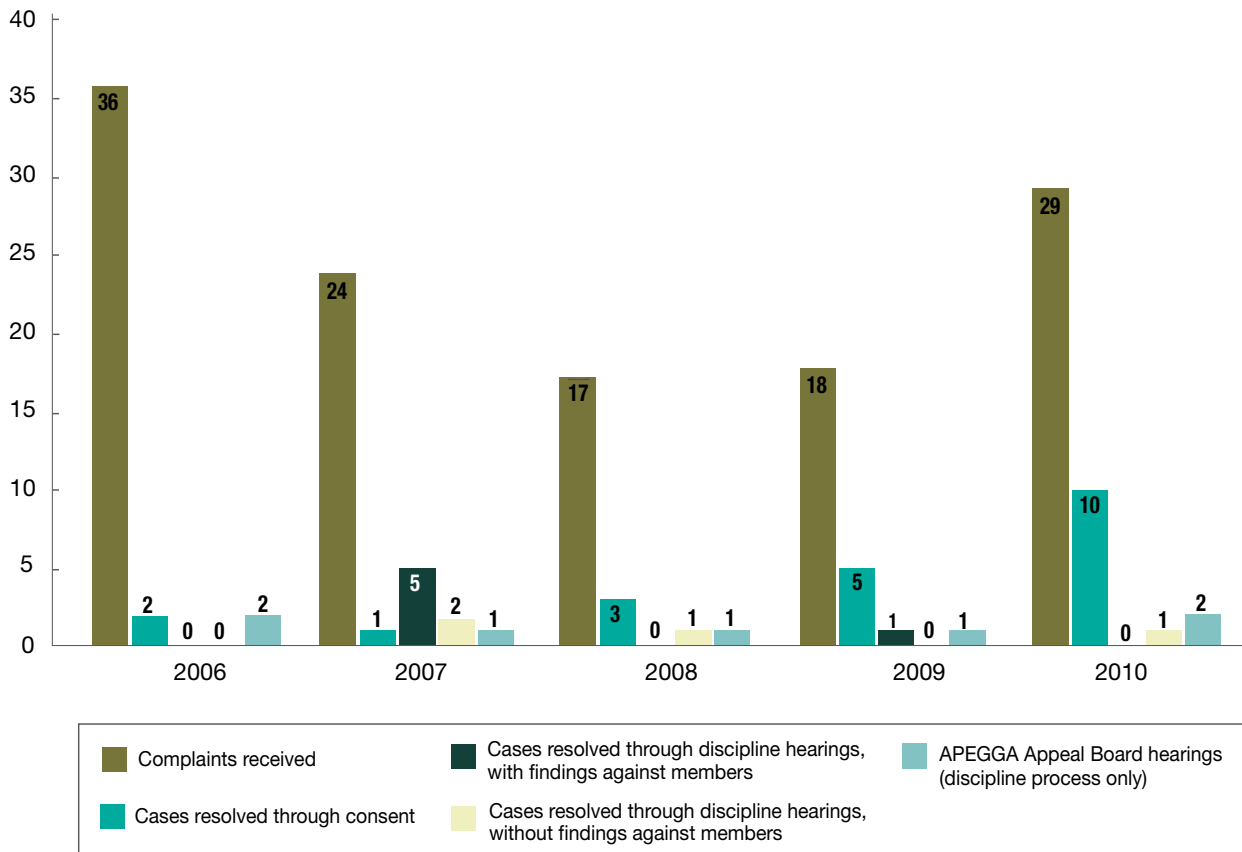
RESULTS

In 2010, the Appeal Board dealt with two appeals. Both times, these were decisions of the Investigative Committee to terminate its investigation of complaints about the conduct of APEGGA members.

In each case, the decision was made after hearing from the original complainant, an Investigative Committee representative, and the members complained against. Decisions were upheld with reasons provided to all parties.

Four additional appeals were awaiting further information or scheduling of a hearing at the end of 2010.

Complaints Summary *Investigations Through to Appeals*



Practice Review

THE LAW

APEGGA must assess members' ongoing competence and the quality of practice of our permit holding companies.

BACKGROUND

The Practice Review Board

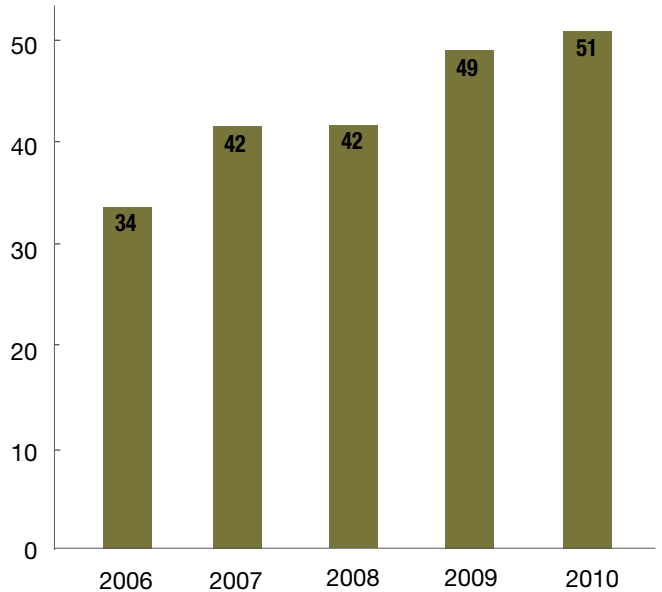
- 1) Conducts random pro-active reviews of the professional practices of individuals and corporate members.
- 2) Evaluates the competence of individuals wanting to return to practice, after absences from the register or being on the register but not actively practicing.
- 3) Conducts audits under our Continuing Professional Development Program, to make sure members are meeting their obligations for life-long learning.

RESULTS

- 1) Our reviews in 2010 found that, in general, permit holders were practicing in accordance with accepted standards and no further investigations were required.

1) Proactive Review Numbers

In Progress Plus Concluded Reviews



The board concluded 32 reviews, meaning the practices were found to be satisfactory and no further review was required. Another 19 reviews were in progress at the end of 2010. The board found that no new further investigations were required during the year; however, one existing further investigation concluded.

Practice Review

2) Returning to Practice

REINSTATEMENT OF PROFESSIONAL REGISTRATIONS

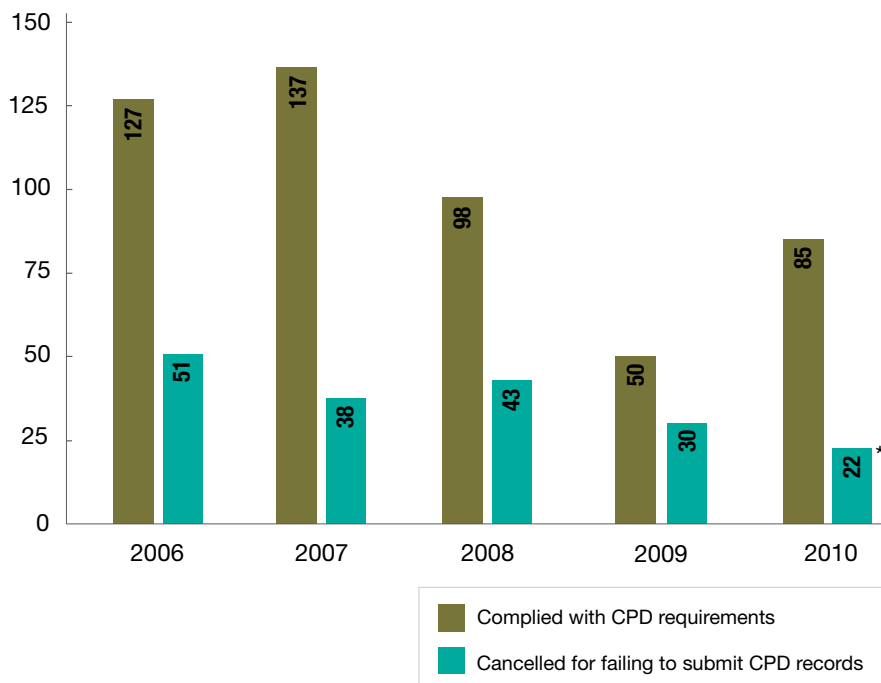
From voluntary cancellation (resignations)	80
From cancellation for non-compliance with Continuing Professional Development Program	16
From being struck for non-payment of dues	119
TOTAL	215

PERMISSION GRANTED TO RESUME ACTIVE PRACTICE

From Continuing Professional Development non-practicing declarations	166
From life member status	6
TOTAL	172

For members who have been absent from the register or have been registered but not actively engaged in professional practice, the board assesses work experience. It then determines whether to reinstate someone's registration or to grant permission to resume active practice. Sometimes the board will place restrictions on individuals' practices until certain conditions are satisfied.

3) Continuing Professional Development Program Audits *Conclusion of Member Audits for Failing to Report*



*16 of these cancelled members were reinstated in 2010. Some cancelled members were reinstated in previous years as well.

Practice Standards

■ THE LAW

APEGGA must produce professional practice standards and guidelines.

■ OBJECTIVES

Create new standards and guidelines as appropriate.

■ BACKGROUND

The world has changed dramatically in the 90 years of APEGGA's existence. And so have the practices of engineering and geoscience.

A member transported from 1920 to 2010 would be hard-pressed to even know what the titles of some of today's standards and guidelines mean, let alone understand their content. The *Guideline for Professional Responsibilities in Developing Software*, for example, would draw blank stares.

That's because as the world has changed, APEGGA has continued to upgrade, refine and build its library of standards and guidelines.

■ RESULTS

It is the role of the Practice Standards Committee to develop and publish these documents, which provide leadership and guidance to practicing professionals. In 2010, the committee released

- *Guideline for Ethical Use of Geophysical Data*
- *Determining the Need for Professional Involvement in Outsourced Geoscience.*

By the end of the year, the Practice Standards Committee had substantially completed a review and revision of the stamping guideline, entitled *Practice Standard for Authenticating Professional Documents*. The document went out for comment from APEGGA members in early 2011.

A member of the committee assisted a Geoscientists Canada task force in the preparation of a framework document. This is for the development of geoscience guidelines by engineering and geoscience associations across Canada.

Several members of APEGGA's Practice Standards Committee are members of the Safety Codes Council's nine technical committees. In conjunction with other representatives of various industries, they provide input on engineering matters concerning buildings, pressure vessels, amusement rides, etc.

Our member magazine continued to publish a regular column on ethical and professional practice matters, and the Professional Practice Department regularly fielded questions from members and the public.

Examinations

■ THE LAW

APEGGA must have the appropriate materials and exams in place for testing the academics and knowledge of potential engineers and geoscientists.

■ OBJECTIVES

Set and maintain Alberta and national standards for examinations, and encourage other associations to adopt them.

■ BACKGROUND

Alberta led Canada into the self-regulation of engineers in 1920. And APEGGA maintains its leadership role today. This is particularly evident in our development and administration of the National Professional Practice Examination.

In fact the NPPE continues to serve as the professional examination standard for Alberta and 11 other associations in Canada. Writers in all 12 jurisdictions can choose their exam in one of the two official Canadian languages.

Anyone who wants to become a professional member of any of the 12 associations must write the NPPE.

Two committees are dedicated to making sure the NPPE is a high-calibre tool. A national committee oversees the NPPE process and makes recommendations for improvement. This helps us ensure that the exam is based on consistent standards, and meets the needs and expectations of APEGGA and the other participating associations.

Meanwhile, an APEGGA committee

- reviews quarterly examination results
- develops, reviews and revises questions
- monitors the appropriateness of questions for other participating associations.

As a service to members, APEGGA continues to offer the Fundamentals of Engineering exam twice a year in both Calgary and Edmonton. The FE is also our prime tool for assessing the academic knowledge of internationally educated graduates applying for APEGGA licensure. In late 2008, we were also authorized to offer the Principles and Practice of Engineering exam to members as well.

These two exams — the FE and the PE— are requirements of licensure in many U.S. states, although in some cases and states they are waived.

On the geoscience side, APEGGA entered into an agreement in 2010 to conduct a trial run of the U.S. Fundamentals of Geology exam. This agreement is with the National Association of State Boards of Geology, known as ASBOG.

■ RESULTS

National Professional Practice Exam

See graph on next page.

- 1.9 per cent fewer candidates wrote the NPPE in 2010 than in 2009.
- 67.6 per cent were seeking licensure in Alberta, down 6.3 per cent from 2009.
- 32.4 per cent were seeking licensure in one of 11 other associations in Canada, up 9 per cent over 2009.
- Pass rate in 2010 was 86.3 per cent, which is consistent with past years.

Fundamentals of Engineering

See graph on next page.

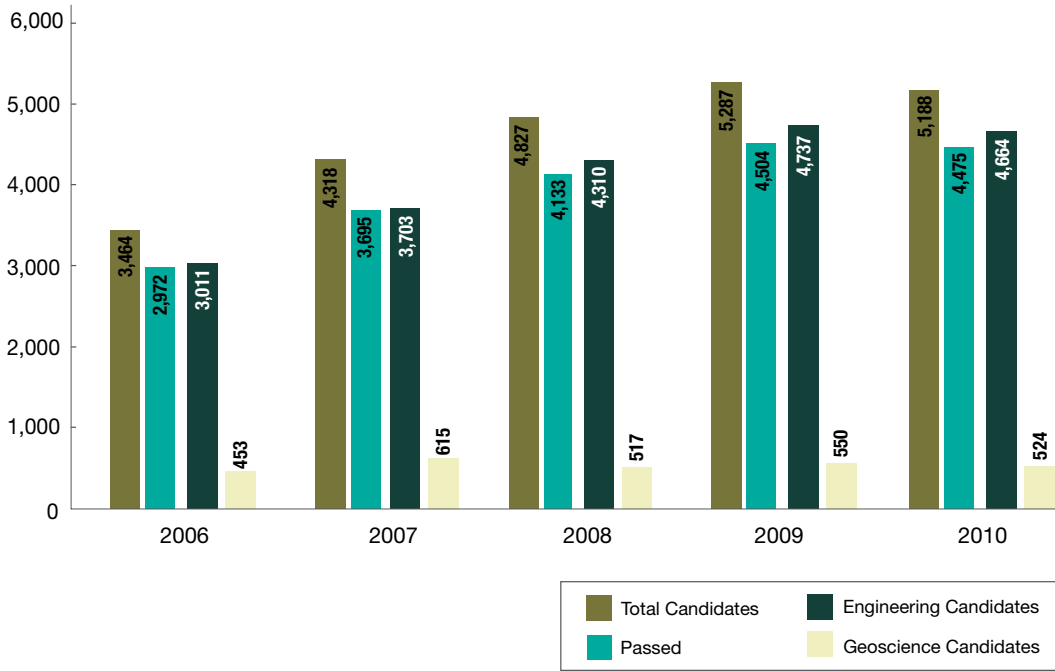
Principles of Practices of Engineering

Of 15 APEGGA members who wrote the PE exam on Alberta soil in 2010, nine or 60 per cent passed.

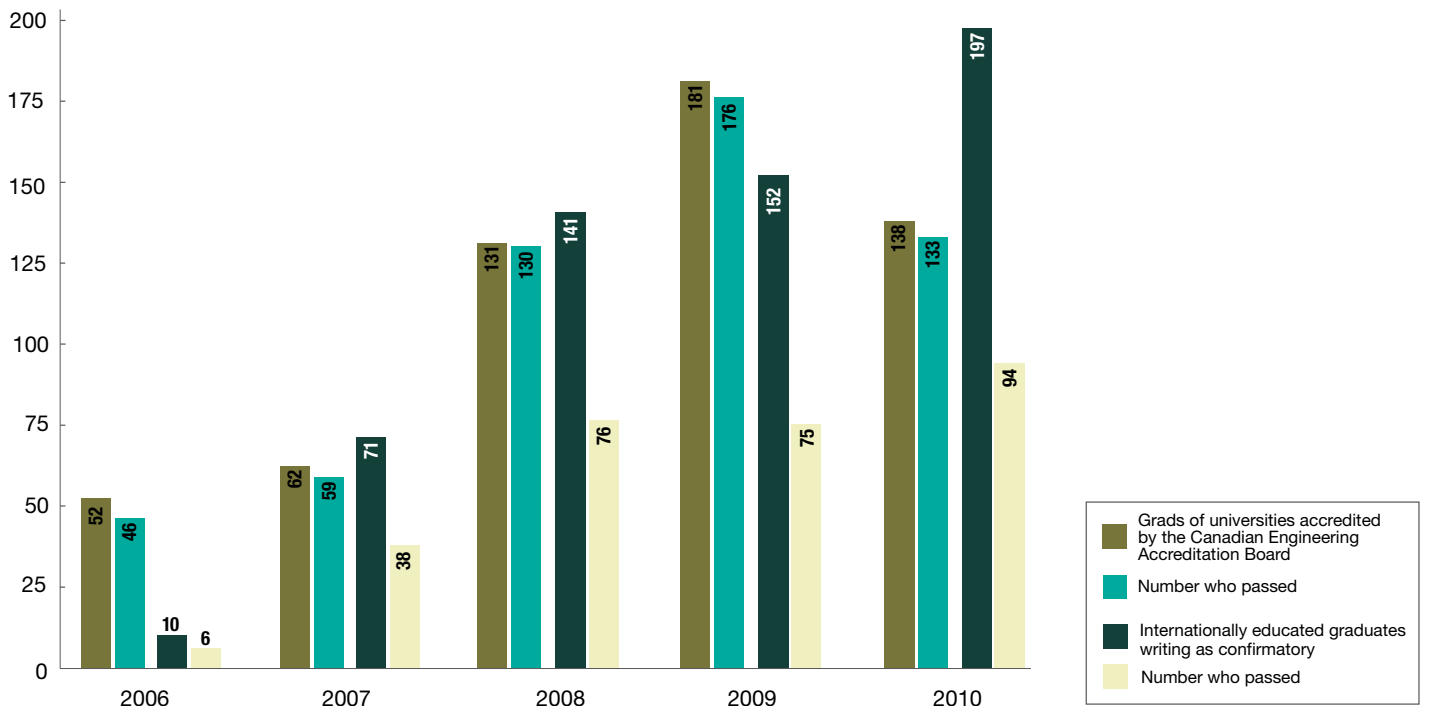
REGULATE

Examinations

National Professional Practice Exams



Fundamentals of Engineering



Compliance

THE LAW

All individuals and companies engaged in engineering, geology and geophysics in Alberta must be licensed or practicing under licensed supervision. Unlicensed companies and individuals must not represent or imply that they are entitled to engage in reserved practice, nor use our reserved professional titles.

OBJECTIVE

Deliver an active enforcement program that upholds the reserved practice and title provisions of the *Engineering, Geological and Geophysical Professions Act*.

Because enforcement should be timely and responsive, reduce the time it takes to resolve a file below the 2009 average of 197 days open.

BACKGROUND

Reserved practice and title, described within the *EGGP Act*, are essential to the public protection that APEGGA and our members have been entrusted with for the last 90 years. Our members are bound to their duties by professional ethics and competence. The same, however, cannot be said for those who use the APEGGA titles illegally.

It is the role of the Compliance Department to make sure companies and individuals claiming or holding themselves out to practice are actually licensed to do so.

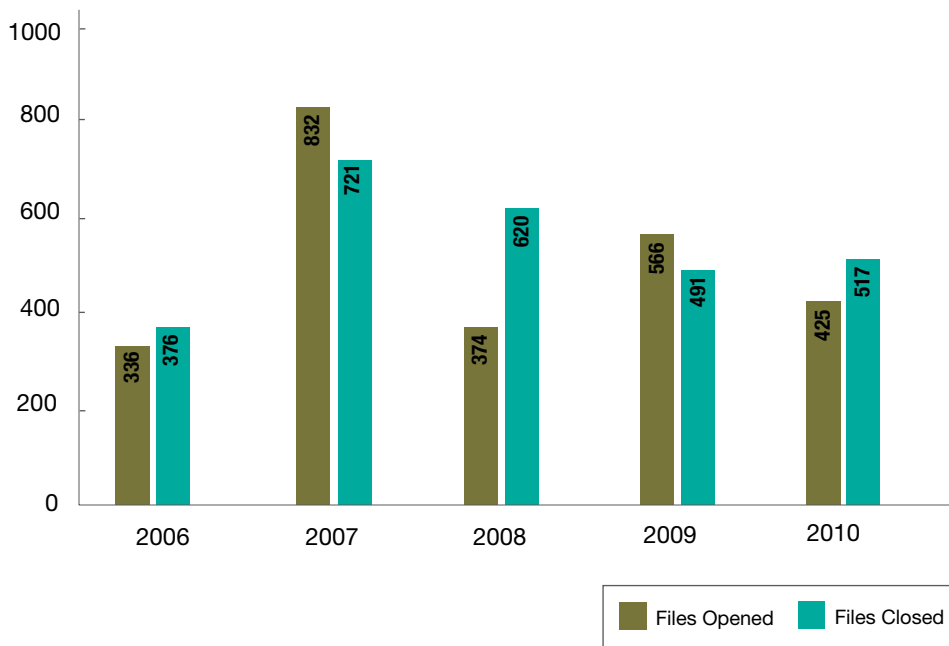
Staff members actively research the Alberta Gazette, directories, newspapers, websites and other public sources for advertising, listings and other evidence of suspected non-compliance. We also act on complaints from members and the public.

Delinquent permits to practice can trigger an investigation. We also swap information with sister associations across the country, to find members from elsewhere who've moved here and may be practicing without a licence. And we use internal resources as well.

An active compliance case file involves detailed investigation, evidence gathering, contact with the violator and information sharing. Our first goal is to encourage voluntary compliance with the act by informing violators of its requirements and the consequences of being in violation. APEGGA's legal counsel contacts some violators when staff efforts don't succeed, and a small number of violators each year are compelled by the courts to become compliant.

RESULTS

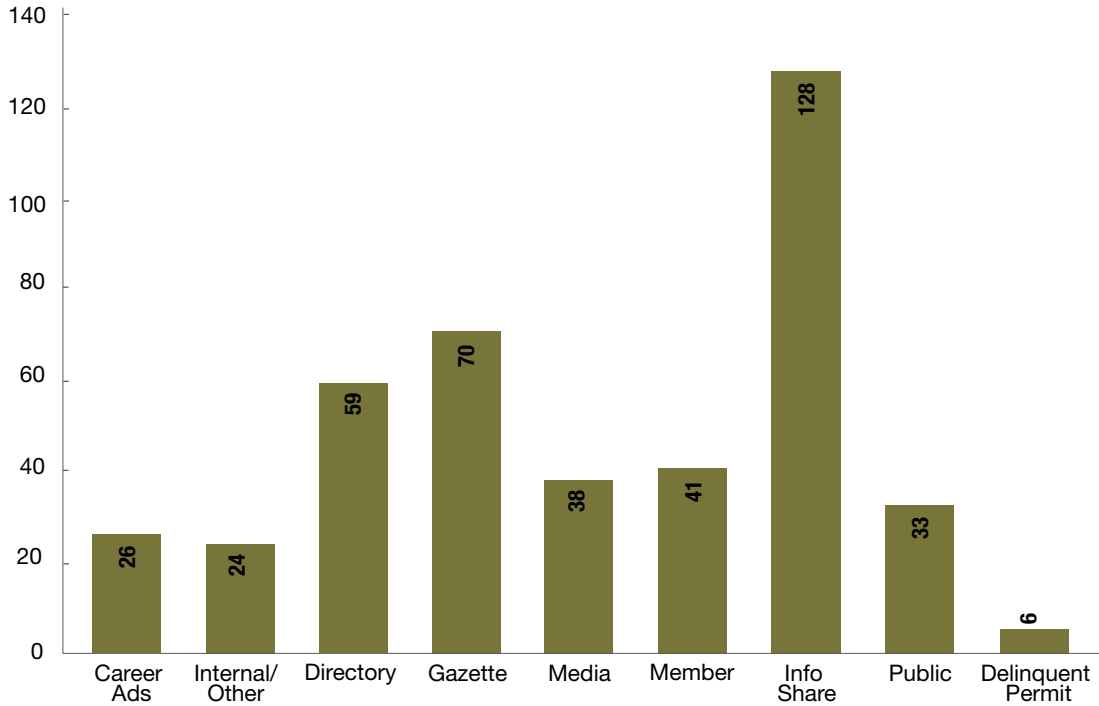
Files Opened and Closed



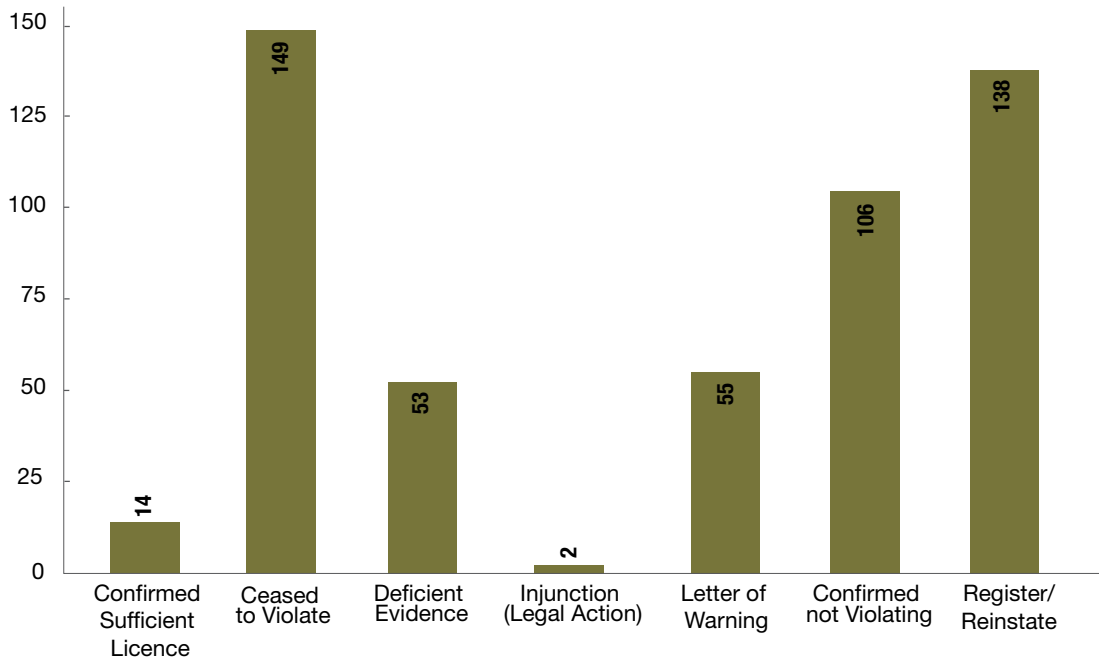
REGULATE

Compliance

Files Opened By Source



Files Closed by Outcome



Compliance

Of all case files closed, 79 per cent were resolved with confirmation of compliance with the *EGGP Act* at the time of closing. The remaining 21 per cent of case files were generally closed for deficient evidence — investigations sometimes find that complaints cannot be substantiated or that the burden of proof cannot be satisfied, so action must be deferred.

No files were closed where an identified violator remained in non-compliance with the act.

AVERAGE RESOLUTION TIMES

2008	305 days
2009	197 days
2010	146 days

Promoting Compliance

Our compliance ideal is that all companies and individuals practicing our professions in Alberta comply with APEGGA's licensing and right-to-title legislation. Enforcement is one way to bring the numbers closer to the ideal.

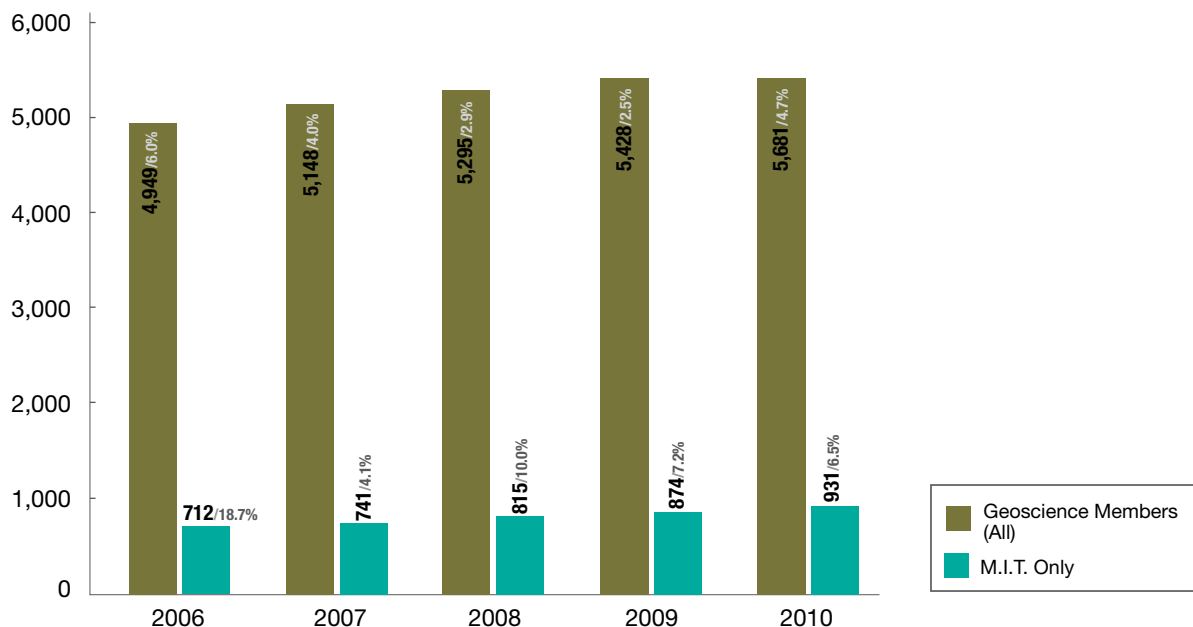
Another is the promotion of the need for compliance and the benefits of membership. That's one of the reasons APEGGA keeps a high profile within and beyond the engineering and geoscience communities, emphasizing licensure.

Full-page, full-colour ads we created in-house, headed *Investing in the Future*, appeared in two major geoscience publications in Canada. These were followed up with more advertising we created for the same magazines. One ad invited participation in our Annual Conference, the other featured APEGGA's support of the Alberta Provincial Energy Strategy.

Geoscience Canada requested we participate in a national geoscience communications initiative. We responded by informing the national organization about our best practices in building geoscience compliance. The report, from our director at Geoscience Canada and our CEO, discussed face-to-face visits with permit holders, advertising, sponsorships and liaison with students.

We also staffed a corporate booth at the Oil Sands Trade Show and Conference in Fort McMurray, and we continued to place display ads in Alberta yellow page directories about the use of our protected titles.

Number of Geoscience Members



UPHOLD

members in their professional practices, and attract and retain a diverse membership

The Association we now call APEGGA began as a professional self-regulator. That seems straight-forward enough — a group dedicates itself to protecting the public by making sure its members practice competently and ethically.

But as a century of massive technological advancement carried forward, APEGGA's role grew and changed as well. Now, self-regulation is about more than setting a standard.

It's about supporting and developing the membership. It's about ensuring a supply of bright, successful members into the future.

It's about encouraging excellence.

We set the bar high. And we help our members climb even higher, through the various programs and services we provide.

Professional Development

THE LAW

Members must maintain their competence.

OBJECTIVE

Provide professional development opportunities not adequately provided elsewhere, primarily in non-technical subject areas.

BACKGROUND

APEGGA has provided professional development in an organized way since it was formed in 1920. One of the prime reasons of its existence, after all, is to ensure the competence of the membership.

In 1997, APEGGA Council made a leap in professional development by making it mandatory, through a self-reporting system called the Continuing Professional Development Program. Then in 2006, the Association began cancelling memberships for failure to comply with CPD.

RESULTS

Annual Conference

We held professional development sessions in conjunction with our annual conference in Edmonton,

in April while the economy was still in recovery. The capital city traditionally attracts a lower turnout than Calgary does, because fewer members live in and around Edmonton.

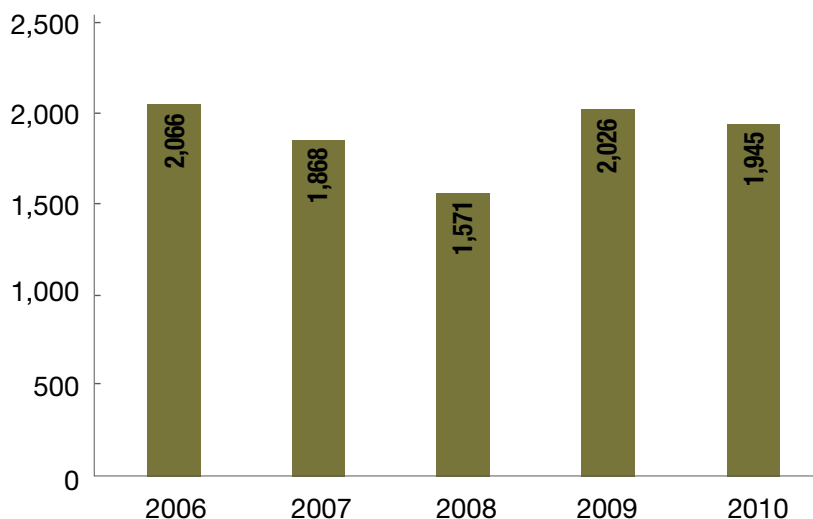
The end result was an attendance of 456, down about 30 per cent from the year before. The number will almost certainly rise again at the 2011 conference in Calgary.

Offerings in 2010 were

- *Dealing with the Tsunami of Demographic Change*
- *Nanotechnology is Changing Engineering and Geoscience*
- *Business Success Through Project Management*
- *Climate Change Adaptation*
- *Strategic Thinking*
- *High Performance Leadership*
- *Business Growth.*

Luncheon presentations were on the oilsands and women in the sciences and engineering.

Professional Development Attendance
Total of All Events



Professional Development

Members-in-Training Seminars

We continued to provide seminars for our members-in-training. These took place in May and in October in Edmonton and in Calgary, over five days each time. Topics in 2010 were

- *Difficult Conversations*
- *Career Management*
- *Professional Presence: It Matters!*
- *Negotiate Anything*
- *Introduction to Project Management*
- *Conflict Management*
- *The Power of Communication in Your Career*
- *Be the CEO of Your Life.*

Free presentations on the requirements for APEGGA licensure also continued in 2010.

General Membership

In 2010 we doubled the number and topics of our professional development seminars, including several that were two days in duration. The seminars are offered in both Calgary and Edmonton. Overall attendance was similar to 2009 at 915 person days.

These seminars were

- *Succeeding Professionally Overseas*
- *Train the Trainer: Assisting Internationally Educated Graduates*
- *Emotional Intelligence*
- *Fundamentals of Project Management*

- *Professional Presence: It Matters!*
- *Accounting and International Financial Reporting Standards for the Non-Accountant*
- *Job Search Strategies and Coaching for Internationally Educated Graduates*
- *Contract Administration and Contractual Issues for Engineering and Construction Projects*
- *Project Management – Intermediate Level*
- *Risk and Loss Management*
- *Strategies for Work Life Balance.*

Geoscience Support

We continued to build and improve our partnerships with various geoscience organizations, helping them deliver professional development opportunities.

The major one of these in 2010 — involving APEGGA and the principal geoscience technical societies — was the GeoCanada 2010 Convention. This event is held only once every 10 years, bringing together major Earth science disciplines.

APEGGA was a gold sponsor of this event in May 2010, and our Manager, Geoscience Affairs, participated directly, presenting a paper through his membership in Earth Sciences for Society.

We also sponsored a successful grant application to the province's Community Development Fund, earning \$67,000 towards the event — part of a total fundraising effort of \$140,000.

Professional Development

Member Mentoring

In the early part of this decade, APEGGA began its move into structured mentoring as a form of professional development for members. The idea took hold. In fact by 2010, we were well established as a provincial and national leader in mentoring.

The APEGGA Mentoring Program has grown to over 250 matched pairs. The majority of these pairs — about two thirds of them — are in Calgary, and the rest are in Edmonton, rural areas and out-of-country.

The year 2010 was the first full year with coaching sessions for mentors and protégés being mandatory for those in the program. The sessions proved successful, resulting in more practical and detailed goals and objectives.

The majority of protégés — and many of our mentors, too — are internationally educated professionals. To meet their needs, we continued to engage Dr. Lionel Laroche,

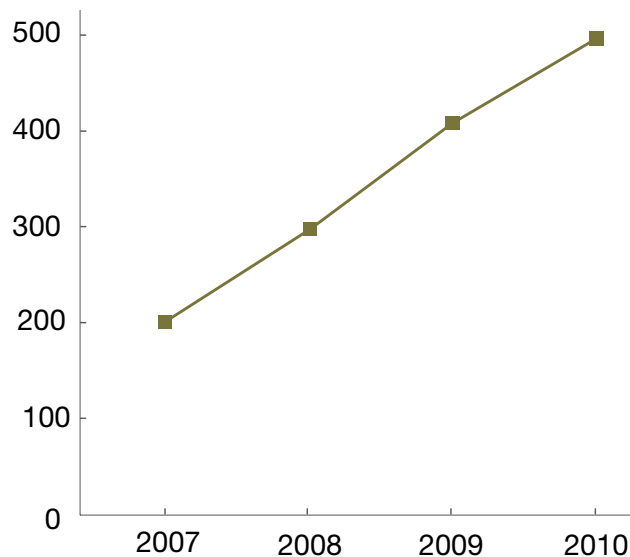
a published diversity expert. He held a workshop and provided coaching to assist those educated abroad in developing effective job strategies.

Requests for mentoring advice continue to come in from various professions from across the country. APEGGA's mentoring coordinator has been invited to present on mentoring at a Saskatchewan Government conference early in 2011.

The APEGGA Summit Awards again honoured an Outstanding Mentor of the Year.

APEGGA's fifth annual Mentoring Conference featured speakers from the U.K., Finland and the U.S., providing an international focus for delegates. To help generate buzz, we updated the visual identity and content of the conference's promotional materials. Attendance was 235, almost double the figure for 2009. Delegates came from various professions and from across Canada.

Matched Mentors and Protégés



Professional Pride & Member Engagement

■ OBJECTIVE

Build member pride in the APEGGA designations, professional work and accomplishments, and engage members in the activities and roles of their Association.

■ BACKGROUND

The Association we know call APEGGA began for regulatory reasons, 90 years ago. Over time, however, more and more non-regulatory services have become value-added benefits for members.

Many of those benefits centre on the celebration of success and the need to build pride in the professions – and also to share those successes within and beyond the membership.

■ RESULTS

Annual Conference

APEGGA's full annual conference began in 1991, creating a recent history of recognizing the groundbreaking work that our members do. The Summit Awards Gala highlights innovative talents within the engineering and geoscience professions. Professional development seminars allow everyone to network with other professionals and take valuable knowledge back to the workplace. The Annual General Meeting, broadcast via webcast, provides attendees with a link to the business of their Association.

The number of nominations we receive for Summit Awards continues to remain steady. We are actively working on refining and streamlining our nomination process to make the process easier for our nominators – and increase the number of nominations we receive.

We published stories on all the winners in 2010 in our member magazine, as a means of keeping the awards in front of members, as well as celebrating winners.

We helped build further pride in the professions and the accomplishments of members by promoting the awards in the media, through news releases and

advertising. Our Summit advertising in 2010 listed our award recipients, members of the new Council and members of our new Executive Committee.

A big challenge is to boost attendance at the Summit Awards Gala, which had slid downwards with the economy but rebounded slightly in 2010. We've developed a strategy to increase attendance, which we hope will help continue the turnaround in 2011.

2010 SUMMIT AWARDS WINNERS

Honorary Life Membership Award

W. James Beckett, P.Eng., FEC

Honorary Membership Award

Dr. Margaret-Ann Armour, CM

Research Excellence Award

Dr. Leo A. Behie, P.Eng.

L.C. Charlesworth Professional Service Award

Darrel J. Danyluk, P.Eng., FEC

Frank Spragins Technical Award

Dr. R. Gordon Moore, P.Eng.

Excellence In Education Award

Dr. Edwin P. Nowicki, P.Eng.

Early Accomplishment Award

Dr. André G. McDonald, P.Eng.

Community Service Award

Ross J. Plecash, P.Eng., FEC

Outstanding Mentor Award

Shane D. Stark, P.Eng.

Environment And Sustainability Award

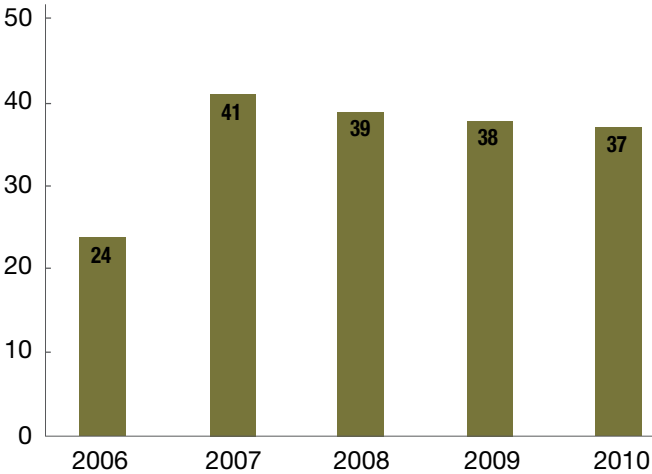
The Northwest Stoney Trail Expansion Project

Centennial Leadership Award

E. Alan Taylor, P.Eng.

Professional Pride & Member Engagement

Summit Award Nominations



Professional Member Induction Ceremonies

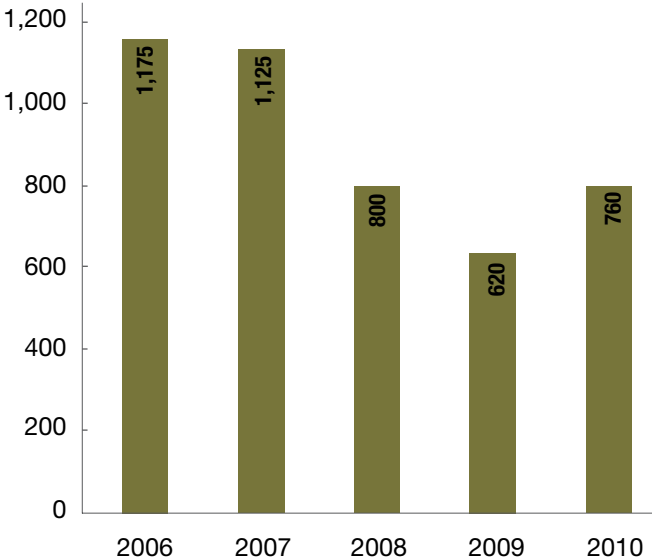
We believe that receiving an APEGGA professional designation is a major milestone in our members' lives. To honour this achievement, we host Professional Member Induction Ceremonies in Edmonton and Calgary.

Attendance at the ceremonies, which is not mandatory, increased again in 2010. In fact in Calgary, response was so positive that we added an extra ceremony for those on a waiting list. To help accommodate their busy schedules, we continued to allow new members to choose the ceremony dates that best suited them.

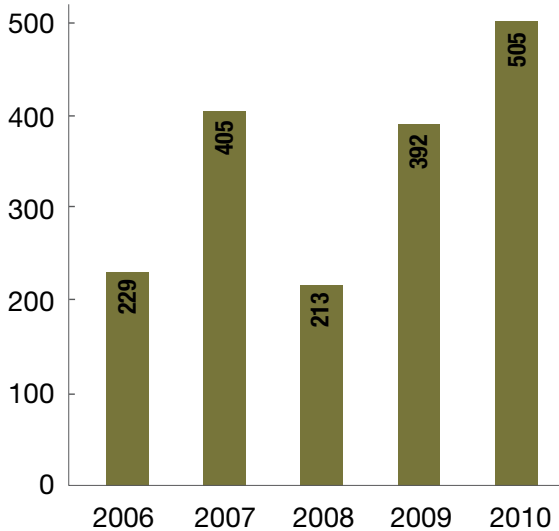
In 2011, we'll keep refining this event to make it even more personal and rewarding for new inductees.

Branches outside the major centres often put on their own member induction ceremonies, too. These are held in conjunction with annual visits from the current APEGGA President.

Summit Award Attendance



Professional Member Induction Ceremonies Attendance *Calgary and Edmonton only*



Professional Pride & Member Engagement

Fellows of Engineers Canada

On behalf of Engineers Canada, APEGGA awards engineers and non-engineers with fellowships and honorary fellowship in the national association. In 2010, these designations — which acknowledge volunteer and other support of the profession — totalled 44 in Alberta.

Life Member Dinners

For long service to their professions, we honour new life members at our Life Member Dinners in Calgary and Edmonton. In 2010, the dinners attracted 112 life members, up from 87 in 2009 and 59 in 2008.

Pride Through Promotion

Many of our external communications projects actually have two target audiences — the general public and our membership. We believe that an increased public profile helps develop professional pride. It builds the image of the professions, within and beyond our membership.

Following is a sampling major communications and sponsorship initiatives and accomplishments in 2010.

- We bumped up our annual public celebration of engineering and geoscience to a full month from a week. National Engineering & Geoscience Month (formerly a 10-day week) included public kickoffs in Calgary and Edmonton, science olympics events throughout the province, and a 16-page, full-colour insert in four daily newspapers.
- APEGGA provided a \$250,000 capital sponsorship to the TELUS World of Science Calgary for its New Science Centre 2011 Project. Our support will be recognized by the APEGGA Bridge, spanning the atrium and joining two mezzanine level areas.
- We also provided a \$250,000 capital sponsorship to the University of Calgary's Schulich School of Engineering for its Engineering Leadership Campaign. A renovated lecture theatre will be named the APEGGA Lecture Theatre and a digital monitor outside the theatre will deliver APEGGA messages to students.
- Ads created by the Schulich School of Engineering recognized APEGGA's leadership in engineering and support of the school's capital campaign. These were published in a number of major magazines and newspapers. This third-party endorsement of APEGGA's leadership assists in raising the profile of the professions and the Association. It was paid for in part by APEGGA.
- APEGGA entered into a five-year agreement to be the presenting sponsor of the ASTech Awards Gala Alberta Science Fair student presentation.
- A number of our ads and messages provided members with positive images of themselves, their professions and APEGGA, to build pride and encourage member engagement.
- We received platinum and gold awards in various competitions for our work, including the APEGGA science olympics, the Calgary communications plan, our outdoor advertising creative and our Summit Awards printed program.
- We prepared nominations for five of the eight categories in the Engineers Canada national awards program. One other APEGGA member was independently nominated, making the member nominations total six in 2010.
- APEGGA staff and Council often take the Association's message on the road, using PowerPoint templates. We gave these templates a refreshed look in 2010, featuring images of actual members rather than stock photography.
- A new series of APEGGA outdoor and print advertising extended our existing bank of creative work. Five new images — a GPS, a hand-held digital device, a natural gas flame, a power plug, and a roadway and overpass — continued to reflect the theme *We make a difference*. These ads also highlighted the P.Eng., P.Geol. and P.Geoph. designations.
- APEGGA celebrated nine decades as a self-regulatory Association. We recognized the milestone with a celebratory logo placed in advertising, at special events and on the cover of our magazine, *The PEG*.
- We distributed a 90th anniversary celebration poster, based on artwork created for our Summit Awards print program, to branches and select permit holders.

Professional Pride & Member Engagement

Pride Through Promotion (continued)

- APEGGA joined with the Canadian Society of Petroleum Geologists and the Canadian Society of Exploration Geophysicists to sponsor the annual geoscience Honorary Address in Calgary. Theme was *Polar Exploration: The Next Generation of “Cool” Science*. Susan Eaton, P.Geol. P.Geoph., presented *A Geoscientist in Antarctica: Following in Shackleton’s Footsteps 100 Years Later*. APEGGA was a sponsor of her adventure with the Elysium Visual Epic Expedition to the Antarctic Peninsula in 2010.

Dr. Jacob Verhoef is director of the United Nations Convention on the Law of the Sea Program, Geological Survey of Canada Atlantic Geosciences Centre, Halifax. He spoke on geophysics in the Arctic Ocean.

These lectures were delivered twice — first to over 1,500 middle school students from Calgary and district, next to 320 members of the public.

Ms. Eaton also spoke in Edmonton about her trip, and her articles were published in the APEGGA member magazine and elsewhere.

New Magazine

We launched the all-new *PEG* magazine to a mostly positive response within and beyond the membership. Designed to keep members informed, it also builds professional pride through its attractive design and member-oriented features.

The PEG replaces the tabloid newspaper, and we now publish five times a year rather than 10. To compensate for the loss of hardcopy space, we have moved more material online.

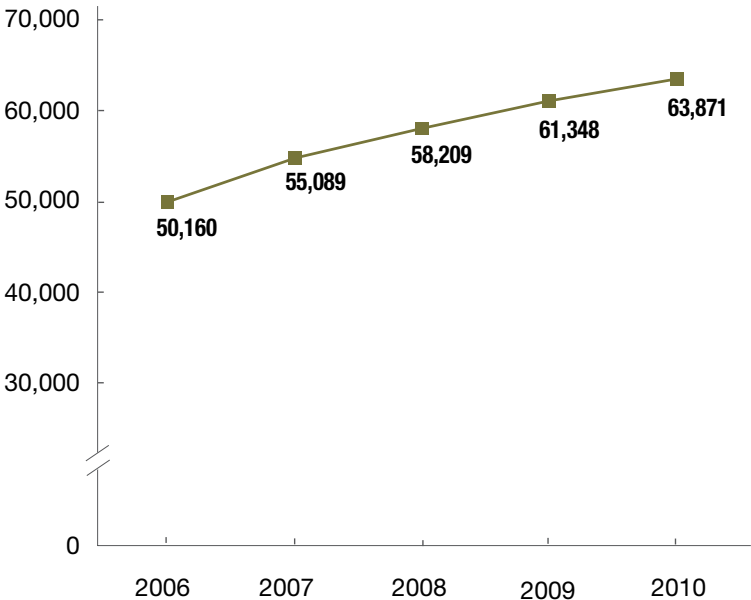
In just one year, *The PEG* is already an award-winning publication. The magazine received a platinum citation from MarCom Awards in 2010.

Electronic Communications

We also help maintain members’ connection to their Association through electronic means, chiefly the e-PEG newsletter and the APEGGA website. We distributed 12 regular monthly e-PEGs in 2010 and six e-PEG Extras. Our website also serves as one of the major public faces of APEGGA.

Our website attracts millions of views and hundreds of thousands of visits, every year.

Newspaper/Magazine Circulation at Year End



Services

■ OBJECTIVE

Provide, improve and add services to enhance the value of membership.

■ RESULTS

The buying power of about 60,000 members allows APEGGA to negotiate great deals in the marketplace. We use this bargaining power to generate a long list of arrangements, for everything from buying insurance to staying in motels. The full list appears online at www.apegga.org.

Other benefits are created by staff for members. An example is the always-popular salary survey, called the

Value of Professional Services, which is also available online at www.apegga.org.

Through our Resumé Referral Service, we help match members to potential employers. In 2010 this service posted 2,945 jobs and 797 job-seeker listings. The service also forwarded 1,245 candidate resumé to employers.

This is the highest activity that the service has seen in the seven years we've tracked these statistics. It demonstrates an overwhelming increase in the use of the system, and also indicates the economy is beginning to recover.

PROVIDE

the resources needed to carry out strategic and operational goals

You can have a lofty vision, grand plans and a solid track record. Without resources, however, you will not succeed.

The APEGGA Business Plan links all its goals and strategies to the wishes of Council — and also to the Association's budgeting, financial reporting and available resources.

Human Resources

■ OBJECTIVES

Ensure that the right staff members are in the right places with the right skills, and that we have appropriate policies in place to recruit, motivate, retain and reward staff.

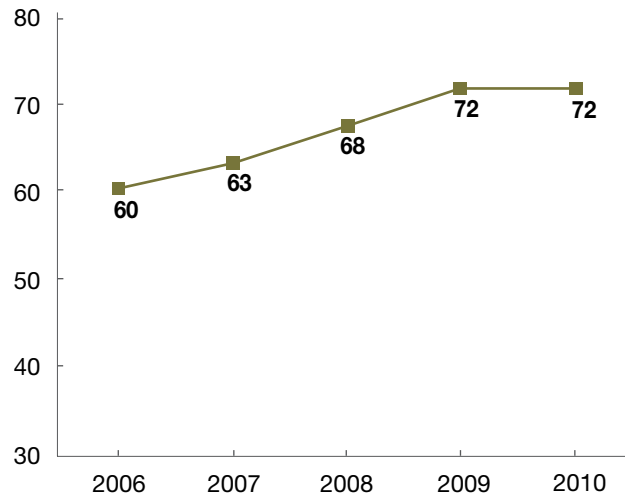
■ RESULTS

Turnover, at seven per cent, dropped to less than half the 2009 rate. We hired five permanent full-time employees to replace leaving staff but continued to use temporary placements and contract staff where possible to manage maternity leaves and temporary assignments.

Nine in-house seminars covered benefits, safety, first aid, wills and estates, and professional presence.

We also approved revisions to our staff manual.

Full-Time Positions



Facilities and Systems

■ OBJECTIVES

Provide facilities, systems and equipment to

- enable APEGGA to effectively and efficiently manage its affairs (operations, finance, information and documents)
- enable a positive e-business relationship with members
- project a technologically progressive image
- attract and retain employees
- allow for growth.

■ RESULTS

Information Technology

Document Management

The launch of an online application system, with associated hardware, allowed

- applicants to upload documentation, apply for membership and check their status online
- staff to view new applications and download documents.

With the change, 65 per cent of applications are now submitted online.

Benefits include

- time savings in searching for and retrieving information
- savings in office space rental
- improved access for applicants seeking the status of their file.

The next phase, to be completed in 2011, will enable members of the Board of Examiners to access these files online. Benefits will include savings in mailing and travel costs.

Disaster Recovery

New offsite storage of sensitive data provides back-up every 15 minutes and allows APEGGA to be operational at another location within 24 hours of a disaster.

Facilities and Systems

■ RESULTS (continued)

Other Improvements

- improved uninterrupted power supply system
- upgraded antiviral software
- completed scheduled upgrades to desktops and laptops for staff and Council
- configured stand-alone development server
- purchased and installed new high-definition, video-conferencing systems in Edmonton and Calgary
- continued development of an information governance policy handbook.

Facilities

Printing

A complete review of Edmonton's printing needs suggested the need for a revamp of the system. This also led to a change in the printing strategy, enabling more printing to be done in-house with a smaller environmental footprint.

Benefits include

- increased employee productivity
- savings of \$120,000-plus over the next five years, including a reduction in printers from 31 to 25 and a 53 per cent savings in supply costs
- reduced environmental impact, including 38 per cent reduction in energy consumption, reduced greenhouse gas emissions and 40 per cent drop in solid waste
- improved quality of production, allowing for more in-house printing (including the production of this report).

Security

A review of personnel and data security suggested that reception protocols be improved and that the Registration Department reception area be renovated, all of which we completed in 2010.

Finance and Accounting

Internal Review and External Audits

Audits of APEGGA's finance and accounting systems, as well as the pension plan, resulted in unqualified favourable opinions on the statements of financial position, operations, changes in net assets and cash flow. Some enhancements to our internal controls were suggested and adopted.

The finance, audit and pension committees regularly reviewed performance of financial operating processes, to ensure effective governance and oversight of the affairs of the Association.

The asset mix and investment performance of both the reserve and pension funds were monitored closely. Changes will maximize return on investment and provide closer congruence to our approved Statements of Investment Policy and Goals.

Budget and Reporting

We implemented a new cost-benefit analysis for new capital and operating expenditures over \$50,000, to assist the Finance Committee and Council in evaluating all major increases. APEGGA made additional enhancements to the budget process by including new reports for revenue budgeting, more expense detail by quarter and more forecasting by each manager each quarter.

Management's Responsibility for Financial Reporting

The accompanying financial statements of the Association of Professional Engineers, Geologists and Geophysicists of Alberta (APEGGA) and all the information in the Annual Report are the responsibility of management.

The financial statements have been prepared by management in accordance with Canadian generally accepted accounting principles. Financial statements are not precise since they include certain amounts based on estimates and judgments. When alternative accounting methods exist, management has chosen those it deems most appropriate under the circumstances to ensure that the financial statements are presented fairly in all material respects. Management has prepared the financial information presented elsewhere in the Annual Report and has ensured that it is consistent with that in the financial statements.

APEGGA maintains systems of internal accounting and administrative controls of high quality consistent with reasonable cost. Such systems are designed to provide reasonable assurance that the financial information is relevant, reliable and accurate, and that the Association's assets are appropriately accounted for and adequately safeguarded.

Council is responsible for ensuring that management fulfills its responsibilities for financial reporting and is ultimately responsible for the financial statements. Council carries out this responsibility principally through its Audit Committee.

The Audit Committee, which is composed of Council and other members, reviews the audited annual financial statements to be contained in the Annual

Report and recommends them to Council for approval. The committee meets with management as well as the external auditors to discuss internal controls over the financial reporting process, auditing matters and financial reporting issues to satisfy itself that each party is discharging its responsibilities properly and to review the financial statements and the external auditors' report. The committee also recommends the engagement of the external auditors, which is reviewed by Council and approved by members.

The financial statements have been audited by Kingston Ross Pasnak LLP Chartered Accountants, in accordance with Canadian generally accepted auditing standards, on behalf of members. Kingston Ross Pasnak LLP has full and free access to the Audit Committee.



H. Neil Windsor, P.Eng., FEC

Chief Executive Officer



Albert J. Schuld, P.Eng., FEC

Registrar

Auditors' Report

To the members of The Association of Professional Engineers, Geologists and Geophysicists of Alberta:

We have audited the accompanying financial statements of The Association of Professional Engineers, Geologists and Geophysicists of Alberta, which comprise the statement of financial position as at December 31, 2010, and the statements of revenues and expenditures, changes in net assets and cash flow for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian generally accepted accounting principles, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

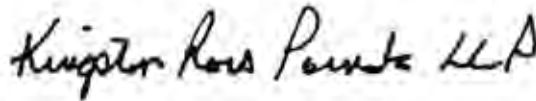
An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or

error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of The Association of Professional Engineers, Geologists and Geophysicists of Alberta as at December 31, 2010, and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.



Kingston Ross Pasnak LLP
Chartered Accountants

February 17, 2011
Edmonton, Alberta



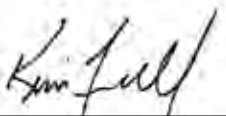
FINANCIALS

Statement of Financial Position

As at December 31, 2010

ASSETS	2010	2009
CURRENT ASSETS		
Cash	\$ 657,595	\$ 1,513,236
Accounts receivable	983,050	872,106
Prepaid expenses	217,483	195,256
	<u>1,858,128</u>	<u>2,580,598</u>
CAPITAL ASSETS	2,162,873	2,064,315
INVESTMENTS (Note 4)	10,228,499	7,663,999
	<u>\$ 14,249,500</u>	<u>\$ 12,308,912</u>
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$ 360,110	\$ 360,163
Prepaid member dues and fees	7,126,031	6,379,706
	<u>7,486,141</u>	<u>6,739,869</u>
DEFERRED PENSION CONTRIBUTIONS (Note 5)	212,000	673,000
DEFERRED LEASE INDUCEMENT (Note 2)	62,585	108,839
	<u>7,760,726</u>	<u>7,521,708</u>
NET ASSETS		
Unrestricted	4,325,901	2,722,889
Invested in capital assets	2,162,873	2,064,315
	<u>6,488,774</u>	<u>4,787,204</u>
	<u>\$ 14,249,500</u>	<u>\$ 12,308,912</u>

Approved on behalf of Council



President Kim Farwell, P.Eng., MBA.



Chief Executive Officer H. Neil Windsor, P.Eng.

FINANCIALS

Statement of Operations

For the year ended December 31, 2010

REVENUES	2010	2009
Dues	\$ 12,304,343	\$ 11,532,679
General	1,428,174	1,445,211
Registration fees	1,307,315	1,208,120
Permit fees	1,292,182	1,292,719
Examination fees	1,214,419	1,239,495
Realized investment income	144,297	52,757
	<u>17,690,730</u>	<u>16,770,981</u>
EXPENSES		
Salaries, benefit, and pension	6,328,127	6,158,594
General (Schedule A: Page 53)	2,960,876	2,930,688
Meetings	2,191,423	2,142,238
Office rent and parking	1,226,575	1,154,008
Consulting	725,551	672,788
Public awareness	725,031	752,357
Amortization of capital assets	661,917	591,074
Printing and stationery	573,679	474,674
Exam administration	566,477	457,298
Legal	199,461	220,411
Office equipment	218,866	206,079
Contributions to the APEGGA Education Foundation (Note 6)	92,000	92,000
Insurance	76,352	78,031
	<u>16,546,335</u>	<u>15,930,240</u>
EXCESS OF REVENUES OVER EXPENSES FROM OPERATIONS	1,144,395	840,741
UNREALIZED GAIN ON INVESTMENTS	557,175	604,859
EXCESS OF REVENUES OVER EXPENSES	<u>\$ 1,701,570</u>	<u>\$ 1,445,600</u>

FINANCIALS

Statement of Changes In Net Assets

For the year ended December 31, 2010

	Invested in Capital Assets	Unrestricted	Total 2010	Total 2009
NET ASSETS, BEGINNING OF YEAR	\$ 2,064,315	\$ 2,722,889	\$ 4,787,204	\$ 3,341,604
Excess of revenues over expenditures	-	1,701,570	1,701,570	1,445,600
Transfers				
Additions to capital assets	760,475	(760,475)	-	-
Amortization of capital assets	(661,917)	661,917	-	-
NET ASSETS, END OF YEAR	\$ 2,162,873	\$ 4,325,901	\$ 6,488,774	\$ 4,787,204

Statement of Cash Flow

For the year ended December 31, 2010

	2010	2009
CASH FLOWS FROM OPERATING ACTIVITIES		
Cash receipts from members	\$ 16,857,300	\$ 16,147,537
Cash received from general revenue	1,428,174	1,446,663
Cash paid for salaries and benefits	(6,810,770)	(6,190,360)
Cash paid for materials and services	(9,556,927)	(9,181,285)
	<u>1,917,777</u>	<u>2,222,555</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of capital assets	(760,475)	(599,584)
Proceeds on disposition of investments	7,822,590	3,359,000
Transferred to investment portfolio	(1,900,000)	-
Purchase of investments	(7,935,533)	(4,385,001)
	<u>(2,773,418)</u>	<u>(1,625,585)</u>
NET (DECREASE) INCREASE IN CASH	(855,641)	596,970
CASH AND CASH EQUIVALENTS, BEGINNING OF YEAR	1,513,236	916,266
CASH AND CASH EQUIVALENTS, END OF YEAR	<u>\$ 657,595</u>	<u>\$ 1,513,236</u>
CASH AND CASH EQUIVALENTS IS COMPRISED OF:		
Cash on deposit		
(excess of cheques issued over cash on deposit)	<u>\$ 657,595</u>	<u>\$ 1,513,236</u>

Notes to the Financial Statements

Year ended December 31, 2010

Note 1

Description of Business

The Association of Professional Engineers, Geologists, and Geophysicists of Alberta (the "Association") is incorporated under the Engineering, Geological and Geophysical Professions Act of Alberta with the mission of serving the public interest by regulating the practices of engineering and geosciences in Alberta, by providing leadership for our professions, and by upholding our members in their professional practices. As a not for profit organization under the Income Tax Act (Canada), the Association is not subject to either federal or provincial income taxes.

Note 2

Significant Accounting Policies

These financial statements have been prepared by management in accordance with Canadian generally accepted accounting principles. Because the precise determination of certain assets and liabilities is dependent upon future events, the preparation of financial statements for a period necessarily involves the use of estimates and approximations, which have been made using careful judgment. Actual results could differ from these estimates. These financial statements have, in management's opinion, been properly prepared within reasonable limits of materiality and within the framework of the accounting policies summarized below.

Investments

Investments are recorded at market value. The Association's investments consist of fixed income and equity based instruments held primarily for trading purposes. The investment portfolio is managed by a third party investment manager and is subject to an investment policy set by Council, which has as its main objective the preservation of capital. The fixed income investments which consist of federal, provincial, and corporate bonds are capable of prompt liquidation. The equity based investments are widely held and diversified and are traded on a regular basis at the discretion of the investment manager.

The Association has classified its investments as held for trading. This accounting treatment results in unrealized changes in the market value of the investment portfolio being reported as a component of investment income

reported on the statement of operations. The current year includes an unrealized gain of \$557,175 (2009 – \$604,859) resulting from unrealized portfolio gains that have occurred during the year.

Capital Assets

Capital assets are recorded at cost less accumulated amortization. The Association provides amortization on its capital assets using the straight line method, from the date of acquisition, at the following rates:

	Method	Rate
Membership database	Straight line	17%
Computer software and hardware	Straight line	25%
Audio/Visual equipment	Straight line	20%
Furniture and equipment	Straight line	10%

Leasehold improvements are amortized on a straight line basis over the remaining life of the lease.

Financial Instruments

Financial instruments are classified into one of five categories: held for trading, held to maturity investments, loans and receivables, available for sale financial assets or other financial liabilities. All financial instruments are measured in the Statement of Financial Position at fair value except for loans and receivables, held to maturity investments and other financial liabilities which are measured at amortized cost. Subsequent measurement and changes in fair value will depend on their initial classification. Held for trading financial assets are measured at fair value and changes in fair value are recognized in excess of revenue over expenditures. Available for sale financial instruments are measured at fair value with changes in fair value recorded in the statement of changes in net assets until the instrument is derecognized or impaired.

The Association made the following classifications:

- Cash and term deposits and investments are classified as held for trading and are measured at fair value.
- Accounts receivable is classified as loans and receivables and is measured at amortized cost using the effective interest method.
- Accounts payable and accrued liabilities are classified as other liabilities and are measured at amortized cost using the effective interest method.

Notes to the Financial Statements

Note 2 continued...

The Association is accounting for financial instruments in accordance with Section 3861, Financial Instruments — Disclosure and Presentation.

Pension Costs and Obligations

The Association maintains a defined benefit pension plan for its employees which it accounts for in accordance with standards for employee future benefits. The cost of pension benefits earned by employees is determined using the projected benefit method prorated on service and is charged to expense as services are rendered. The annual pension recovery for accounting purposes is actuarially determined based on the assumptions that reflect management's best estimate of the effect of future events on the actuarial present value of accrued pension obligations and the valuation of pension plan assets. Net pension assets are amortized over the expected average remaining period of service of the employees covered by the plan.

Revenue Recognition

Dues and Permit Fees

Dues and permit fees are set annually by Council and are recognized as revenue proportionately over the fiscal year to which they relate.

Registration Fees

Registration fees are recognized when received.

Examination Fees

Examination fees are recognized when the exam is presented. The liability for the portion of examination fees invoiced but not yet presented is recorded as deferred revenue.

PEG Advertising

PEG advertising revenue is recognized in the period in which the advertisement is published.

General Revenue

Other general revenue is recognized when the related services are provided or goods are shipped.

Dues and permit fees, registration fees, examination fees, PEG advertising, and general revenue are recognized when collectability is reasonably assured.

Investment Income

Investment income includes interest, dividends and realized and unrealized gains and losses on sale of investments, and is recognized when earned and collectability is reasonably assured.

Donated Services

The work of the Association is dependent on the voluntary services of many members. The value of donated services is not recognized in these statements.

Deferred Lease Inducements

Tenant lease inducements are capitalized and amortized on a straight line basis over the term of the lease.

Leases

Leases are classified as capital or operating leases. A lease that transfers substantially all of the benefits and risks incident to the ownership of property is classified as a capital lease. All other leases are accounted for as operating leases, wherein rental payments are expensed as incurred.

Statement of Cash Flow

The Association is using the direct method in its presentation of the Statement of Cash Flow.

Foreign Currency Transactions

Investments in foreign currencies have been translated into Canadian dollars at year end exchange rates. Revenues and expenses have been translated at the average rate of exchange during the year. Foreign exchange gains and losses are included in the determination of earnings.

Measurement Uncertainty

The preparation of financial statements in conformity with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, disclosure of contingent assets and liabilities at tech date of the financial statements and the reported amounts of revenues and expenses during the period. Such estimates are periodically reviewed and any adjustments necessary are reported in earnings in the period in which uncertainty in capital asset life and the allowance for doubtful accounts become known. Actual results could differ from these estimates.

FINANCIALS

Notes to the Financial Statements

Note 3 Capital Assets

			2010	2009
	Cost	Accumulated Amortization	Net Book Value	Net Book Value
Membership database	\$ 1,753,697	\$ 814,909	\$ 938,788	\$ 1,090,802
Leasehold improvements	1,422,420	940,109	482,311	572,861
Computer software and hardware	1,061,291	693,941	367,350	162,043
Audio/Visual equipment	522,075	291,997	230,078	23,993
Furniture and equipment	803,759	659,413	144,346	214,616
	\$ 5,563,242	\$ 3,400,369	\$ 2,162,873	\$ 2,064,315

Amortization provided for in the current year totaled \$661,917; (2009 – \$591,074).

Note 4 Investments

	2010 FMV	2010 Cost	2009 FMV	2009 Cost
Marketable Securities (at market):				
Fixed income	\$ 4,746,428	\$ 4,696,703	\$ 4,118,097	\$ 4,081,285
Canadian equity funds	3,660,492	3,163,745	2,502,032	2,397,359
International equity funds	976,570	898,475	536,360	566,610
US equity funds	845,009	771,728	507,510	545,242
	\$ 10,228,499	\$ 9,530,651	\$ 7,663,999	\$ 7,590,496

Fixed income securities have terms maturing between one and twenty six years and have a yield between 4.3% and 8.0%.

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Notes to the Financial Statements

Note 5

Pension Plan Information

	2010	2009
Plan balances at year-end are comprised of the following:		
Plan assets at fair value	\$ 9,835,000	\$ 8,052,000
Accrued benefit obligations	10,604,000	9,039,000
Plan deficit at year end	\$ (769,000)	\$ (987,000)

Pension expense of \$554,000; (2009 – \$604,000) comprises the actuarial value of future pension benefits earned by the employees during the year and the amortization, over the expected average remaining service life of the employees covered by the plan, of experience gains and adjustments arising from plan amendments.

In the current year, the cumulative difference between the funding contributions and the amounts expensed is reflected on the statement of financial position as deferred pension contributions and is calculated as follows:

	2010	2009
Plan deficit at year end	\$ (769,000)	\$ (987,000)
Unamortized actuarial losses	667,000	438,000
Unamortized transitional obligation	(110,000)	(124,000)
Deferred pension contributions	\$ (212,000)	\$ (673,000)

Contributions to the plan by the Association during the year were \$1,015,000; (2009 – \$683,000) and by employees were \$250,000; (2009 – \$223,000).

Benefit/termination payments from the plan during the year were \$173,000; (2009 – \$434,000).

The significant long term actuarial assumptions adopted in measuring the Association's pension benefit obligations include a discount rate of 5.90%; (2009 – 6.40%), and return on assets of 6.50%; (2009 – 6.50%). The most recent actuarial valuation of the plan for funding purposes was performed December 31, 2009.

Note 6

Related Party Transactions

The Association is related to the APEGGA Education Foundation as membership in the Foundation can occur only on the recommendation of the Association's council.

During the year the Association's contributions to the APEGGA Educational Foundation of \$92,000 (2009 – \$92,000) were funded by:

	2010	2009
Summit awards	\$ 20,700	\$ 21,750
Direct contributions	71,300	70,250
	\$ 92,000	\$ 92,000

Note 7

Lease Commitments

The Association is committed to lease agreements relating to its office premises in Edmonton and Calgary, as well as certain office equipment. Minimum lease payments under the agreements are as follows :

2011	\$ 1,282,398
2012	1,282,398
2013	1,122,165
2014	1,122,165
2015	840,937
2016 and thereafter	671,360
	\$ 6,321,423

Notes to the Financial Statements

Note 8 Financial Instruments

The Association's financial instruments consist of cash and term deposits, accounts receivable, investments and accounts payable and accrued liabilities. Cash and term deposits and investments are classified as held for trading and are measured at fair value. Accounts receivable is classified as loans and receivables and is measured at amortized cost. Accounts payable and accrued liabilities are classified as other liabilities and are measured at amortized cost.

Fair Value

The Association's cash and term deposits and investments are classified as held for trading and are measured at fair value. The Association's carrying value of accounts receivable and accounts payable and accrued liabilities measure its fair value due to the immediate or short term maturity of these investments.

Credit Risk

Credit risk arises from the potential that a counter party will fail to perform its obligations. The Association is exposed to credit risk from accounts receivable. In the normal course of business, the Association evaluates the financial condition of its members and customers on a continuing basis and reviews the credit worthiness of all new applicants. An allowance for doubtful accounts is established based upon factors surrounding the credit risk of specific accounts, historical trends and other information. The Association has a significant number of members which minimizes concentration of credit risk.

Currency Risk

Currency risk is the risk to the Association's earnings that arise from fluctuations of foreign exchange rates and the degree of volatility of these rates. The Association is exposed to foreign currency exchange risk on cash, and investments held in U.S. dollars. The Association does not use derivative instruments to reduce its exposure to foreign currency risk.

Interest Rate Risk

Interest rate risk is the risk that the value of a financial instrument might be adversely affected by a change in the interest rates. In seeking to minimize the risks from interest rate fluctuations, the Association manages exposure through its normal operating activities. The Association is exposed to interest rate risk primarily through its fixed income investments. The fair value of these investments could be significantly impacted by a change in interest rates.

Note 9 Capital Disclosures

The Association's objectives when managing capital are to ensure sufficient liquidity to meet its monthly operating requirements and undertake selective expansion initiatives for the benefit of its members, while at the same time taking a conservative approach towards management of financial risk. Protecting the ability to pay current and future liabilities includes maintaining a prudent base of capital, ensuring adequate liquidity and financial flexibility and satisfying internally determined capital guidelines based on risk management policies.

The Association's capital is comprised of its net assets. The Association's primary use of capital is to finance capital expenditures for leasehold and information technology system improvements. The Association currently funds these requirements out of its internally generated cash flows. As at December 31, 2010, the Association's net assets was \$6,488,774.

The Association is not subject to any external capital requirements; however, Council has a policy of maintaining unrestricted net assets within a range of 15% to 20% of its normalized annual operating costs. From time to time the Council may review the reserve if special risks or capital expenditure plans warrant it.

Note 10 Future Accounting Standards

The Canadian Institute of Chartered Accountants (CICA) has issued a new accounting standard which will affect the Association's financial statements in subsequent fiscal years.

Developments in Not for Profit Accounting Standards

The Accounting Standards Board (AcSB) has issued a March 2010 exposure draft of accounting standards for not for profit organizations. The proposed changes to these standards include using the existing section 4400 as the primary source of accounting standards for not for profit organizations and material relating specifically to not for profit organizations in certain sections of the existing handbook. Not for profit organizations may select to either adopt International Financial Reporting Standards (IFRS) or the proposed new set of accounting standards with application required to fiscal years beginning on or after January 1, 2012, with the option to early adopt.

FINANCIALS

Schedule A - General Expenses

For the year ended December 31, 2010

	2010	2009
GENERAL EXPENSES		
National assessment CCPE/CCPG	\$ 643,480	\$ 591,766
Grants and scholarships	527,776	294,715
Postage	526,645	491,293
Member insurance program	354,930	325,705
Bank and credit card service charges	344,148	314,003
Certificates, diplomas and photos	124,816	92,158
Seals and stamps	100,985	100,184
Telephone and data line	97,439	160,467
Other general expenses	82,042	394,029
Courier	74,695	69,326
Awards	68,787	60,714
Public relations	15,133	36,328
	<u>\$ 2,960,876</u>	<u>\$ 2,930,688</u>

Council

Gary Campbell, QC
Al Scherbarth, CMA
Arlene Strom, LL.B

■ It's often said that our positions on APEGGA Council make us the eyes and ears of the public. That is indeed true, but it does not tell the complete story. We watch, we listen — and we also participate, as welcomed and active players in APEGGA governance.

APEGGA takes serving the public interest seriously. This is reflected in the regulatory work APEGGA does, of course, but also in the leadership and guidance staff members and volunteers receive from Council. We, as representatives of the public, are an integral and valued part of that process.

In addition to serving the Alberta public on Council itself, between the three of us in 2010 we sat on five committees — finance, audit, governance, public issues and even compensation, which decides the salary of APEGGA's CEO.

Finance and audit keep us keenly acquainted with APEGGA's financial situation and its financial

processes. We help ensure surplus monies are invested prudently and that members continue to get value for their membership dues.

The Governance Committee examines the fine details of how Council operates, from the terms of reference for committees to the ongoing evaluation of Council performance. APEGGA's elected officials are mindful of their obligations and always ready to improve effectiveness where appropriate. Council efficiently and fairly conducts its business, and one of the main reasons is this program of constant improvement.

The Public Issues Committee has a difficult task. It must decide the content and extent of APEGGA's input on public issues. This is no small challenge, given the range of disciplines and opinions represented by the APEGGA membership.

No matter what duties we perform, our comments and ideas are invited and respected. We believe this attention to the importance of the public helps make APEGGA the provincial, national and international leader that it is. Once again in 2010, the public was well served by Council and APEGGA.

Board of Examiners

Dr. Eugene Romaniuk

Lucien Villeneuve

Ron Weisenburger, P.Ag.(Retd.)

■ The public members on the Board of Examiners are charged with ensuring that APEGGA conducts its membership process in a transparent and equitable manner, addresses the principal concern of public safety, and meets the public's expectation of high professional standards.

In 2010, the board continued its responsibility of consistent review of its policies and processes relating to applications for professional credentials in Alberta, and for consistent review of individual applications. This continues to be a rigorous and time-consuming process. The academic and experience examiners on the board are to be commended for their time and effort devoted to the profession to ensure that APEGGA's responsibilities for assessing membership applications are carried out effectively and efficiently.

As public members of the board appointed by the Government of Alberta, and on behalf of the public's interest, our role is to ensure that the board's processes are carried out in a fair and consistent manner that maintains the high standards of the APEGGA membership. Our specific responsibility is to ensure that the public interest and safety are well protected and served, and that APEGGA is meeting the criteria of a responsible regulating authority for the benefit of Albertans.

The number of applications for professional status remains very high. In addition, the educational background of a considerable number of applicants is changing as disciplines and training continue to evolve. This continues to place a strain on APEGGA staff as well as the board itself. It is our opinion that the board, supported by a diligent and hard-working staff,

is meeting the challenge without slippage in quality of service to applicants and the profession, while protecting the interests of the general public.

The use of the Fundamentals of Engineering examination is now well established as a way to evaluate and confirm the quality of applicants with foreign degrees. As public members, we agree with and support the move to implement the Fundamentals of Geology examination as a tool to help evaluate foreign geosciences degrees.

As public members of the board, we are cognizant of the implications arising from new labour mobility agreements. These will over time result in more commonality of policies regarding accreditation standards across this country. While appreciating the need to facilitate the mobility of professional engineers and geoscientists across the country, we support APEGGA's continuing efforts to ensure that the policies and standards regarding accreditation to practice in this province are not diluted to the extent that the safety of the Alberta public is at risk. The major concern is some recent transfer applications from people who clearly do not have the required credentials from a combination of education, experience and examinations to be qualified to be professional members, but have been approved in other provinces.

We, as public members, have every confidence that the Board of Examiners will continue to carry out its responsibilities in an exemplary fashion to the credit of APEGGA and the professions generally. We are appreciative of our relationship with the chair and members of the board. We are listened to with respect and our comments are given thoughtful consideration. We have complete confidence in the positive outcomes of the evaluation process of standards and accreditation policies in which we are engaged, recognizing this function is a significant contributor to the achievement of excellence within the engineering and geoscience professions, and of benefit to all Albertans.

Appeal Board

Harold Neth

■ I was appointed by the Hon. Thomas Lukaszuk, Minister of Employment and Immigration, as the public member to the APEGGA Appeal Board, effective May 2, 2010.

Subsequent to my appointment, the Appeal Board held two hearings in 2010. Both hearings were under Section 51 of the *Engineering, Geological and Geophysical Professions Act*.

In the first case, a member appealed the decision of the Investigative Committee that there was no evidence in the complaints of unskilled practice and unprofessional conduct against another member. The Appeal Board upheld the Investigative Committee decision on the basis that legislation did not support sending the case back to the Investigative Committee and nor was there sufficient evidence to send the case to the Discipline Committee. Beyond the decision, the Appeal Board

recommended that the Investigative Committee revisit its investigative processes.

The second case was heard in early September and revolved around an individual of the public making a complaint of unprofessional conduct against a member. I was unable to attend that hearing.

From the meeting and correspondence I participated in relative to the two cases, I can say that the Appeal Board maintains the highest level of professionalism and ethics. APEGGA's staff is thorough in its preparation of documents for hearings, and diligent in the pre-hearing reviews and discussions that follow. The Appeal Board members too are thorough in their deliberations in arriving at their decisions.

I believe that the best interests of Alberta's public have been well served by the Appeal Board during the past year, and I look forward to continuing to work on the board on behalf of the public in the coming year.

Discipline Committee

Muriel Dunnigan

■ Having now completed a full calendar year as the public member on the Discipline Committee, I have had an opportunity to gain a better understanding of its workings. Not only have I been informed of actions of the Discipline Committee through receipt of reports from case managers, I am a member of a discipline panel that is hearing a case begun during the course of the 2010 year.

Therefore, I feel I have now seen a good cross-section of the duties this statutory committee performs.

There have been relatively few reports that have come forward this year. This I think speaks to the professional and responsible manner in which members of APEGGA undertake their work.

In the reports that I have received and the documentation that is currently before the discipline panel, I see a healthy balance between concern for the safety and well-being of the public, and fairness and concern shown for the member. The hearings of the discipline panel are open to the public, which ensures transparency of the process.

As a member of a professional organization myself, I have found it interesting to learn how another organization undertakes the oversight of the professional practice of its members.

I also want to acknowledge the openness and support of the Director of Professional Practice, and his being available answer any question that a person like myself, someone who is not a member of APEGGA, might have.

I appreciate the opportunity to be a part of this committee.

Practice Review Board

Dr. Hakan Gnarpe, MD, PhD, Prof.(Retd.)

■ This is my fifth year as the public member of APEGGA's Practice Review Board. My background before retirement was professor of clinical microbiology, head of laboratory medicine, and chief physician. In my professional role I often dealt with public complaints concerning putative medical malpractice.

I have found the Practice Review Board to be very competent, thorough and detailed in its reviews.

The Practice Review Board's work is to ensure that Alberta's professional engineers, geologists and geophysicists maintain a high standard of ethical and professional conduct to protect public safety.

As the public member of APEGGA's Practice Review Board, I am very impressed by its professionalism, and I am confident to report that the public's interests were very well served and represented.

Engineers Canada

Dan Motyka, P.Eng., FEC
Mike Smyth, P.Eng., FEC
CEO Chantal Guay, ing., P.Eng.

■ Engineers Canada, through its Synergy Task Force, has been exploring ways to better serve its constituent associations. Alberta representatives Dan Motyka, P.Eng., FEC, and Mike Smyth, P. Eng., FEC, have participated on the task force. Engineers Canada works with and for its members, and is delighted with APEGGA's ongoing support. We are proud of our 2010 accomplishments, some of which are listed in this report.

Organizational Renewal

Over the past two years, the CEO has been participating in plenary sessions with the executive committee of the Engineers Canada Board, and the presidents and chief executive officers of the constituent associations, to discuss the governance, resources and mandate of Engineers Canada. We've been establishing a plan for addressing these key areas, and our discussions have led to the establishment of guiding principles for governance and a review of Engineers Canada's bylaws.

A new governance model was approved in May 2010, and Canada's minister of industry granted ministerial approval of revised bylaws in November. These changes include

- a revised formula to establish the number of board representatives from constituent associations
- the inclusion of advisers to the board
- clarity on the number of required votes for decision making.

The bylaws give us clarity on the expected role of Engineers Canada and how decisions will be made in the future. A new strategic, business and financial planning cycle, allowing for timely consultation of members on strategic directions, has also been agreed upon and will be implemented in 2011.

Diversity

Engineers Canada actively promotes the profession to those who may be less aware of their options in engineering and have more barriers to overcome in

choosing engineering as a career path. On July 22, we signed a partnership agreement with the Assembly of First Nations, the goal being to increase awareness of, and access to, careers in engineering for First Nations youth.

A joint meeting of the Women in Engineering Task Force and Women in Engineering Advisory Group took place in Toronto in September. The mandate of these two groups is to address barriers to the full participation of women in our profession. Participants agreed, with four presidents of constituent associations being female, that this is an historic time for gender visibility in the profession.

Furthermore, representatives from the engineering profession, academia and government gathered in Ottawa on Nov. 16 for a one-day summit entitled *Maximizing Opportunities: Increasing Women's Participation in Science and Engineering*. Sponsored by the Natural Sciences and Engineering Research Council of Canada and supported by Engineers Canada and Research in Motion, this first event allowed participants to examine what is being done to attract and retain women to engineering and other scientific careers. Engineers Canada is committed to ongoing support to attracting and retaining more women to engineering, and to highlighting the efforts of organizations in this area.

International Mobility

Engineers Canada and the Texas Board of Professional Engineers signed a mutual recognition agreement during an Oct. 5 ceremony. The recognition agreement enhances the mobility of engineers between Canada and Texas by improving on the North American Free Trade Agreement already in place.

New Position Statement

The board approved a new national position statement at its October meeting: *Research and Development and Innovation Spending*. Engineers Canada supports collaboration between the engineering profession and the federal government on this issue, and we encourage government investment in research and development, and innovation in Canada.

Engineers Canada (continued)

Engineers Canada Awards & Scholarships

In recognition of outstanding Canadian engineers, teams of engineers, engineering projects and students, we honoured eight individuals and one engineering project at a gala presentation in Vancouver on May 29. Those awarded were

- *Gold Medal Award* – Julie Payette, ing., Ordre des ingénieurs du Québec
- *Young Engineer Achievement Award* – Constantin Christopoulos, PhD, P.Eng., Professional Engineers Ontario
- *Meritorious Service Award for Professional Service* – Mike V. Currie, P.Eng., APEGBC
- *Meritorious Service Award for Community Service* – Jonathan C. Noble, P.Eng., Engineers Nova Scotia
- *Medal for Distinction in Engineering Education* – Dr. Greg J. Evans, P.Eng., Professional Engineers Ontario
- *National Award for an Engineering Project or Achievement* – Manitoba Hydro Place: Alan Aftanas, P.Eng., APEGM
- *Award for the Support of Women in the Engineering Profession* – Cristina H. Amon, P.Eng., Professional Engineers Ontario
- *Gold Medal Student Award* – Jane Chui
- *Gold Medal Student Award* – Mike Klassen.

Awarded for excellence in Canada's engineering profession and to support advanced studies and research, seven scholarships totalling \$70,000 were presented to outstanding professional engineers in Ottawa on Oct. 5.

Engineers Canada-Manulife Financial scholarships valued at \$12,500 each went to

- Julie A. Bailey, P.Eng., Engineers Nova Scotia, PhD in interdisciplinary studies, Dalhousie University
- Marc J. Cuglietta, P.Eng., APEGGA, PhD in mechanical engineering, University of Toronto
- Giovanni Montesano, P.Eng., Professional Engineers Ontario, PhD in aerospace engineering, Ryerson University.

Engineers Canada-TD Meloche Monnex scholarships valued at \$7,500 each went to

- Alesya Bajoria, P.Eng., APEGGA, master of business administration in natural resources, energy and environment, University of Alberta
- Allan Alfonso, P.Eng., Professional Engineers Ontario, master of business administration, Richard Ivey School of Business, University of Western Ontario
- Michael V. Callaghan, P.Eng., APEGGA, PhD in geoscience, University of Calgary.

The Engineers Canada-TD Insurance Meloche Monnex Léopold Nadeau scholarship valued at \$10,000 went to

- Brett Kristina Stevenson, P.Eng., APEGGA, master of public administration in public and non-profit management and policy, Wagner School of Public Service, New York University.

Engineers Canada thanks APEGGA and its members for their ongoing support, and we encourage you to explore www.engineerscanada.ca to gain further knowledge of our activities. All of us at Engineers Canada will continue to work with our members and partners to promote the profession as an invaluable resource for society.

Geoscientists Canada

John Hogg, P.Geol., Alberta Director

■ On behalf of the executive of Geoscientists Canada, President James Moors, P.Geol., and our CEO Oliver Bonham, P.Geol., I present our annual report to APEGGA.

Over the past year Geoscientists Canada has been working on a number of key initiatives related to international professionals, the public, and our internal governance.

Licensure Compliance Awareness

Our Licensure Compliance Committee, under the direction of PR Associates, developed campaign material, which includes handout and wallet-sized pamphlets.

Also developed were a set of slides describing the task, the tools that have been developed for the campaign, and the proposed implementation strategy. The strategy will focus on using geoscientist ambassadors and media relations. It was also made clear that the constituent associations will be able to modify the text in the brochures according to local needs.

Each of the participating constituent associations rolled out the product in 2010.

Professional Practice Guidelines

This project has involved an extensive review of all existing geoscience professional practice guidelines in use across Canada and has looked at legal powers concerning the creation and use of guidelines in each of the 11 jurisdictions. With the help of legal counsel, we have developed a base framework for guidelines covering three key areas: needs identification, process and methodology, and structure and components.

This draft framework was then pilot tested by some constituent associations, which worked on different guideline development projects — two projects to develop new guidelines for geoscience practice areas where no guidelines exist anywhere in Canada, and two projects to adapt existing guidelines from one jurisdiction for use in another. Then further improvements were made to the framework by a steering committee, based on feedback from four CAs.

The final draft was presented and subsequently circulated to all CAs for comment. The changes, of which there are not many, were decided upon by the steering committee, following discussion with our consultants, Golder Associates, and with counsel from our lawyers on the project, Darrell Podowski and Alexis Cloutier of Lang Michener LLP.

Standards Board and Internationally Trained Geoscientists

This project was funded as part of Foreign Credential Recognition Program for \$295,000 over a 24-month period.

The chair of the Canadian Geoscience Standards Board, Greg Finn, P.Geol., will report on the board and its principle project of focus — the two-year Internationally Trained Geoscientists Project, which commenced in January 2010.

A survey of admissions processes for internationally trained geoscientists at all of the CAs has been completed. Research has commenced to benchmark those processes against other professions in Canada and against admission processes in other countries.

Efficiency Task Force

Geoscientists Canada has embarked on a review of governance and efficiency of our board of directors. The task force will report to the board and presidents of constituent associations at our meeting in June in Vancouver.

ANNUAL REPORT 2010

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