



HUMAN RESOURCES
MANAGEMENT ASSOCIATION

The Voice of the HR Profession

For Immediate Release

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NEW LOOK, NEW DIRECTION UNVEILED FOR HRMA

VANCOUVER, BC – The industry-leading Human Resources Management Association (HRMA) in British Columbia has dropped “BC” from its name and launched its new look and name. While it has been in existence in various forms since 1942, this change is taking place to reflect a number of realities facing businesses and its membership.

“Good people practices are not bound by provincial borders. Many of our members have operations in other provinces, territories, states and even abroad in other countries,” says Anthony Ariganello, CEO, HRMA. “In this evolving digital economy, we felt our name must reflect our commitment to help our members and organizations wherever they may be to keep people first in the minds of leaders. Some of our lines of business, like our metrics service, has participation from organizations in every province, and its findings are accessed and used by HR professionals right across the country.”

In addition change in name the HRMA has redesigned its look, including its emblem and colour palette:



HRMA is proud to unveil a new look that reflects a brand essence of a profession that is authoritative, powerful, informative and trustworthy. The emblem reflects the profession’s breadth, reach and leadership in business as well as the ‘big tent’ inclusiveness that the profession must maintain within organizations.

About HRMA

The BC-based Human Resources Management Association (HRMA) is a non-profit organization dedicated to advancing professional people practices through professional development opportunities such as conference, workshops, symposiums, mentorship and volunteer programs.

The association provides leadership to more than 5,500 members and 3,000 affiliates that collectively represent CEOs, directors of HR, consultants, educators, students, HR generalists, and small-business owners. Established in 1942, BC HRMA is a founding member of the Canadian Council of Human Resources Associations (CCHRA) and the exclusive grantor of the Certified Human Resources Professional (CHRP) designation in British Columbia and Yukon. www.hrma.ca.

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Media contact:
Trevor Pancoust
604-646-3567
tpancoust@pacegroup.com

HUMAN RESOURCES
MANAGEMENT ASSOCIATION
1101-1111 W. Hastings St.
Vancouver, BC
V6E 2J3
www.hrma.ca

MAIN: 604.684.7228
TOLL FREE: 800.665.1961
FAX: 604.684.3225