

SPRING 2025

# ENGEOActions

THE NEW BRUNSWICK SOURCE FOR ENGINEERING AND GEOSCIENCE NEWS

## 2025 APEGNB CONFERENCE – RECAP

Sharing the highlights of our 2025 professional development sessions, the 2024 AGM and our Awards Reception.

### PROFESSIONAL LIABILITY INSURANCE

What you need to know!

### AI AND OFF ROAD TECHNOLOGY

A Conversation with the CEO of  
Potential, Sam Poirier, P.Eng.

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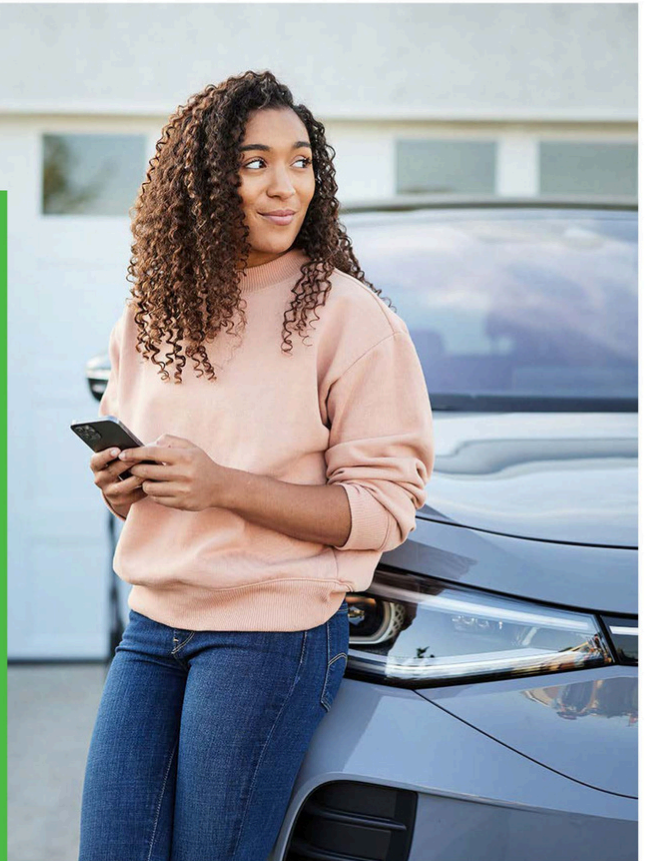


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## Annual Conference Highlights

Beginning on page 7, we share highlights and updates from our 2025 Annual Conference and Awards Reception.



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## From the membership files

In this column, you will be introduced to an engineer or geoscientist of of years past. Today, we meet John Feeney, P.Eng.



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## Professional Liability Insurance - What you need to know!



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## Local Spotlight: Potential

Sam Poirier, CEO of Potential, has taken his passion for problem-solving and transformed it into a company that's capturing the attention of global automotive giants.



# Message from the President

It is an honor to step into the role of President of APEGNB and to have the opportunity to serve our members during this key time for our professions. As we enter the final year of our current strategic plan, our focus remains on strengthening the engineering and geoscience community through meaningful engagement, sustainable impact, stakeholder awareness, and proactive risk management.

The work of engineers and geoscientists is instrumental in shaping the world around us—whether through sustainable solutions, infrastructure advancements, or innovations that touch people’s lives, everyday. We must continue to advocate for the value of our professions, ensuring the public and key stakeholders recognize the essential role we play in society.

As we look into the future, diversity and inclusion must be at the heart of our daily efforts. A more inclusive profession strengthens our problem-solving capabilities and ensures our solutions are representative of the communities we serve. By embracing diversity, equity and inclusion in all facets of our work—from regulatory frameworks to leadership development—we will continue to build a stronger, more vibrant profession.

Collaboration will also be key in the year ahead. By working alongside other regulatory bodies, industry partners and educational institutions, we can share best practices, optimize resources, and ensure consistent, high-quality standards for engineering and geoscience in New Brunswick. Additionally, we will continue to enhance professional development opportunities, empowering our members to grow their skills through mentorship, workshops and networking initiatives.

At its core, APEGNB is driven by the dedication of its volunteers. Our success as a self-regulating body depends on the time, expertise and leadership of our members. Whether you contribute by mentoring, serving on committees, or engaging in outreach, your involvement is what allows us to uphold the integrity and excellence of our professions.



**Shawn Amberman, P.Eng.**  
**106th President, APEGNB**

To our volunteers, our staff and every member who contributes to the growth of APEGNB—thank you. Your efforts drive our mission forward and I am excited to work alongside you to strengthen our association in the year ahead.

I look forward to engaging with you all and advancing our shared goals. Let’s continue to build a profession that is inclusive, innovative, and impactful.

With gratitude,

A handwritten signature in black ink that reads "Shawn Amberman". The script is fluid and cursive.

**SHAWN AMBERMAN, P.ENG.**

President, APEGNB

**[president@apegnb.com](mailto:president@apegnb.com)**

*P.S. – If you want to make a difference, please consider volunteering with your Association. Feel free to send me an email to find out more.*

# Message from the CEO and Registrar

Engineers Canada's current strategic plan emphasizes the importance of fostering national collaboration and harmonization in the regulation of the engineering profession across the country.

This strategic initiative is aimed at making regulatory practices more consistent and efficient, allowing engineers to navigate the profession more smoothly, no matter where they practice in Canada. As part of this initiative, several of the country's engineering regulators have agreed to harmonize their approach to Continuing Professional Development (CPD) requirements. The result is a system where professionals registered in multiple jurisdictions will only need to complete CPD in their 'home' jurisdiction.

New Brunswick, in particular, has taken a step further by allowing its licensees to simply indicate their compliance with the CPD requirements of their home jurisdiction. This approach has been in place for several years and demonstrates the benefits of collaboration in reducing the burden on individual professionals while maintaining high standards for competency and knowledge development. This streamlined method allows for greater flexibility and less administrative burden for engineers working across multiple provinces or territories.

It should be noted that while this focus is on the strategic priority of Engineers Canada, APEGNB and several of our counterparts also regulate geoscientists in our provinces and territories, which means that the profession of geoscience also benefits from these efforts.

In the Atlantic provinces, for example, efforts to harmonize CPD requirements have already been well underway. The region's engineering regulators have collaborated to create a joint CPD program that is supported by a common platform for hosting virtual professional development sessions. This initiative not only fosters a shared learning environment but also ensures that engineers and geoscientists in the Atlantic provinces can access high-quality, consistent CPD opportunities.

The concept of harmonizing regulatory processes is not new to the engineering and geoscience professions in Canada. For many years, professional regulators have followed guidelines set by national organizations such as Engineers Canada and Geoscientists Canada for licensing and registration of professionals across the provinces and territories. One of the key areas where harmonization has been achieved is in the professional practice and ethics exam. No matter where engineers apply for licensure in Canada, they are required to take the same exam, ensuring consistency in the foundational knowledge and ethical standards required of all professionals in the field.



*Lia Daborn, CAE, ICD.D*

Furthermore, Canadian engineering regulators have long shared resources for technical and confirmatory exams, accessed a common database for identifying accredited degrees, and relied on national accreditation processes for engineering programs across the country.

These efforts ensure that engineers, regardless of their geographic location, meet the same educational standards and are tested consistently on their professional and technical expertise. These shared resources and standardized procedures create a cohesive and efficient regulatory environment, making it easier for engineers to practice and contribute to their profession across provincial and territorial borders.

APEGNB regularly meets with counterparts in other jurisdictions to align processes, share resources, and collaborate on solutions. These meetings are critical to maintaining the consistency and efficiency of the regulatory system. By working together, regulators across Canada can ensure that they are processing registration applications in uniform ways and handling complaints or disciplinary procedures in a consistent manner. The shared approach to regulation also allows for the identification and resolution of potential issues on a national scale, ensuring that challenges faced by one jurisdiction can be addressed collaboratively and preventively across the country.

For instance, one of the key examples of successful collaboration between jurisdictions is the competency-based assessment process. Originally developed and implemented by Engineers and Geoscientists British Columbia (EGBC), this process is now utilized by most of Canada's engineering and geoscience regulators.



When it comes to transferring licenses between jurisdictions or applying for a license in a new province or territory, harmonized regulatory systems make the process significantly easier. By ensuring that the requirements and standards are consistent across jurisdictions, engineers can more easily transition between provinces and territories without facing redundant hurdles or the need to requalify for the same competencies. This level of trust between regulatory bodies allows for smoother licensing processes, benefiting both professionals and the public by ensuring that engineers have the required qualifications to practice safely and effectively.

The proverb “if you want to go fast, go alone; if you want to go far, go together” encapsulates the essence of this approach.

APEGNB and our counterparts across the country understand that while acting alone might offer short-term solutions, working collaboratively leads to long-term success. By harmonizing efforts, sharing resources, and aligning processes, regulatory bodies are able to provide a more efficient, cohesive, and supportive environment for professionals across Canada. This collaboration ensures that no matter where engineers are located, they have access to the same high standards of professional practice, fostering a stronger, more unified engineering community.

Ultimately, harmonization makes the regulatory system more effective and equitable, benefiting both the professionals within the industry and the public we serve.

*Lia Daborn*  
LIA DABORN, CEO & REGISTRAR, APEGNB  
[lia@apegnb.com](mailto:lia@apegnb.com)



In May 2024, engineering regulators from each jurisdiction came together to sign a National Statement of Collaboration, strengthening harmonization, innovation, and collaboration for engineers across Canada. Pictured (L-R): Marlo Rose, P.Eng., FEC, APEGNB Engineers Canada Director, Holly Young, P.Eng., FEC, FGC (Hon.), APEGNB Past-President, Lia Daborn, APEGNB CEO & Registrar.

# APEGNB ANNUAL CONFERENCE

The regulatory by-laws under the *Engineering and Geoscience Professions Act* require that the annual general meeting of the Association of Professional Engineers and Geoscientists of New Brunswick be held in the first six months following the fiscal year, so it is customarily held the third week of February.

Our 2025 Annual Conference was another year of a hybrid style event. We welcomed nine (9) online professional development sessions between February 10-12. These online sessions averaged about 200 viewers each! Once again, we also offered in-person sessions in Saint John featuring experts in safety, New Brunswick geology and government standards. We held our annual Awards and Recognition evening, sponsored by TD Insurance, on February 13 and finally the annual general meeting was held in a hybrid style on Friday morning, February 14 to close us out.

## 105th Annual General Meeting

The 105th Annual General Meeting was called to order and 105 registrants were in attendance, either joining in-person or online. The business of the meeting included:

- Minutes from the 2023 AGM
- Messages and greetings from the President, CEO, and our national bodies.
- Audited financial statements
- 2025 election results (Saint John, At-Large and Geoscience)
- Installation of New Council

APEGNB engaged ClearPicture, an independent third party to conduct the 2025 election for the three vacant positions. It was reported that 970 voting ballots were received, giving an overall participation percentage of 25%. Council welcomes :

- Michael Gray, P.Eng. SAINT JOHN
- Adrian Davis, P.Geo. GEOSCIENCE
- André-Michel Léger, P.Eng. AT-LARGE



In addition, the following positions on Council will see new faces.  
President (1 year term).....Shawn Amberman, P.Eng.  
Vice-President (1 year term).....Bernard Roy, P.Eng.  
Past-President (1 year term).....Holly Young, P.Eng., FEC  
Representative of the North-East District.....Elden Menezes, P.Eng.

**District Councillors** - District representatives may be re-elected for a second and third term but are not eligible for a further term until at least two years have elapsed since the expiry of the previous term.)

- Karine Savoie, P.Eng., FEC, NORTH-WEST
- Jérémie Aubé, P.Eng. MONCTON
- Kevin Kilfoil, P.Eng. COUNCILLOR-AT-LARGE

## Public Representatives

- Andrea Stierle-MacNeil
- Marie-Claude Doucet, LLB, MBA

## Appointment to National Organizations

- Marlo Rose, P.Eng., FEC, Director, Engineers Canada
- Matthew Alexander, P.Geo., FGC, Director, Geoscientists Canada

## Outgoing Councillors

Thank you to our Outgoing Councillors in 2024 and for giving your time to Council and your profession. Your efforts are greatly appreciated.

- Raphaël Roy, P.Eng., FEC
- Michelle Roy, P.Eng.
- Bill Woodhouse, P.Eng.





Volunteers are the backbone of a self-regulatory body like APEGNB, playing a critical role in upholding the integrity, credibility, and effectiveness of the profession. Through their expertise, time, and commitment, volunteers support key functions such as admissions, mentorship, professional practice reviews, and governance.

As part of the AGM, APEGNB recognized contributions and years of service of several APEGNB volunteers.

Those that were able to attend in person were asked to join President Young and the President-elect for a photo commemorating their contributions.

### 10 years

- Gabriel Cormier, ing.
- Mike Gorman, P.Eng.
- Jeff Underhill, P.Eng., FEC

### 15 years

- Darryl Ford, P.Eng., FEC
- Tom MacNeil, P.Eng., FEC
- Kirk Murray, P.Eng.

### 20 years

- Michelle Paul-Elias, P.Eng., FEC, FGC (Hon.)
- Jean Boudreau, P.Eng., FEC
- Gérard Poitras, ing., FIC
- Alexis Smith, P.Eng., FEC
- Holly Young, P.Eng., FEC, FGC (Hon.)

### 25 years

- Dr. Bruce Broster, P.Geo., LEL, FGC, FEC (Hon.)
- David Crandall, P.Eng., FEC
- Dr. Eldo Hildebrand, P.Eng., FEC
- Dr. Usha Kuruganti, P.Eng., FEC
- Victor Nowicki, P.Geo., FGC, FEC (Hon.)
- Christine Plourde, P.Eng., FEC
- Ted Robak, P.Eng., FEC
- Brent Smith, P.Eng., FEC

### 35 years

- Donald Good, P.Eng., FEC



**Top Row (L-R) - Jeff Underhill, P.Eng., FEC; Michelle Paul-Elias, P.Eng., FEC, FGC (Hon.); Jean Boudreau, P.Eng., FEC**  
**Bottom Row (L-R)- David Crandall, P.Eng., FEC; Brent Smith, P.Eng., FEC; Donald Good, P.Eng., FEC**





# 2025 Annual Conference

Highlights from our in-person sessions, Awards and Recognition and the Annual General Meeting





# 2025 APEGNB AWARDS AND RECOGNITION

## **C.C. Kirby Award - Dr. Nassir El-Jabi, ing.**

*Given in recognition of outstanding service or contribution to both the engineering profession and the province of New Brunswick. The Kirby Award is the most prestigious award a professional engineer can receive from the Association.*

Dr. Nassir El-Jabi, P.Eng., B.Sc.A, M.Sc.A., Ph.D., a Professor Emeritus in the Faculty of Engineering at the Université de Moncton, obtained his doctorate in civil engineering (hydrology) from the École Polytechnique de Montréal in 1980. He began his career at the Université de Moncton in 1985, where he became a respected expert in hydrology and an inspiring educator, renowned for his excellent evaluations.

A seasoned administrator, he held several key positions, including Director of the School of Engineering, Director of Continuing Education. A prolific researcher, he has published more than 76 scientific papers and has influenced the engineering world, notably in the adaptation of hydraulic infrastructures to climate change and the protection of biodiversity. With 37 years of service, his impact is vast.



**Dr. El-Jabi, P.Eng., (centre) winner of the 2025 C.C. Kirby award. Pictured with Holly Young, P.Eng., FEC, FGC (Hon.) 2024 APEGNB President and Shawn Amberman P.Eng., 2025 president of APEGNB.**



**Joe Cormier, P.Eng., speaks during the presentation of the 2025 Young Professional Achievement Award.**



**Jodi proudly accepts the 2025 APEGNB Women in Engineering Award.**

## **Women in Engineering Award - Jodi Stringer, P.Eng.**

*Presented to an outstanding engineer who, in the opinion of the Association, through their engineering and career achievements, has demonstrated noteworthy support for women in engineering and has established a benchmark of engineering excellence.*

Jodi Stringer, P.Eng., is the Dean of the School of Engineering Technologies at NBCC since April 2018, overseeing educational resources and programs across four campuses. Previously, Jodi worked as Operations Manager and Municipal Engineer at Saint John Water, and as a Secondary School Teacher in Ontario.

Jodi is currently enrolled in a Master of Education and holds certificates in College Leadership Excellence and Academic Leadership as well as multiple degrees from UNB, including Engineering, Science, and Education.

## **Young Professional Achievement Award**

### **Joseph Cormier, P.Eng.**

*Given to a young outstanding professional engineer/geoscientist who has carried out major engineering/geoscience achievements in or on behalf of New Brunswick. The Award recognizes exceptional technical achievements in his/her chosen fields.*

Joseph (Joe) Cormier, P.Eng., is a Civil Engineering graduate from the University of New Brunswick with over 8 years of experience in the consulting industry. Since joining Dillon Consulting in Saint John, NB, in 2016, Joe has become a trusted technical contributor and project leader, specializing in a wide range of projects. His experience includes hydrologic and hydraulic assessments, floodline mapping, stormwater management planning and design, and marine and coastal engineering projects.

Notably, Joe has been a key team member of the Westside Terminals Modernization project for the Saint John Port Authority since 2017. He has also played a key role in the growth and development of Dillon's national water resources team as the Operations Team Manager and Regional Account Lead for Drainage and Climate Services in Atlantic Canada.



## 2025 APEGNB AWARDS AND RECOGNITION

### L.W. Bailey Award - Dr. James Walker, P.Geo., FGC

*This award is given in recognition of outstanding service or contribution to both the geoscience profession and the province of New Brunswick. Named in honour of Loring W. Bailey, an energetic and productive geologist whose scientific work spanned the 19th and 20th centuries and who became one of the most popular professors in the history of Kings College (NB).*

James (Jim) Walker, P.Geo., FGC, completed his BSc (Geology) at University of New Brunswick in 1988. His career with the New Brunswick Geological Survey began in 1988 as a regional bedrock mapper in Northern NB. In 1994, his work focus shifted to Mineral deposits studies, and in 2005 he completed a PhD (at UNB). In 2009 he took over as manager of Geological Surveys North, in Bathurst.

Jim is a fellow of Geoscientists Canada and the Society of Economic Geologists; he is a councillor and past-president of the Atlantic Geoscience Society and served 17 years on the executive of the Mineral Deposits Division (Geological Association of Canada). Currently, he is an associate editor with the CIM Journal, sits on the APEGNB Complaints Committee and is an Honorary Research Associate at UNB.



**Dr. Walker (centre) winner of the 2025 L.W. Bailey award. Pictured with Holly Young, P.Eng., FEC, FGC (Hon.) and Shawn Amberman P.Eng.**

### Outstanding Educator Award - Kush Bubbar, P.Eng.

*Recognizes exemplary contributions to the teaching of the engineering/geoscience professions at New Brunswick universities.*

Dr. Bubbar, P.Eng., is an accomplished researcher in systems engineering and a passionate educator dedicated to fostering innovation and collaboration. He holds undergraduate and master's degrees from the University of Waterloo, a doctorate from the University of Victoria, and a graduate certificate in learning and teaching in higher education.



**Dr. Bubbar accepts his award from APEGNB CEO & Registrar, Lia Daborn.**

Since joining the University of New Brunswick, Dr. Bubbar has transformed the multi-disciplinary design courses within the J. Herbert Smith Centre and introduced a new interdisciplinary course in systems thinking and strategic leadership. His commitment to education and his ability to inspire students have become important hallmarks of his career.

### Geoscientists Canada Fellowship (FGC)

The Geoscientists Canada Fellowship honours individuals who have given noteworthy service to the geoscience profession. Each year it honours those individuals who have contributed significantly to the profession, by the election of Fellows of Geoscientists Canada.

- **Holly Young, P.Eng., FEC was recognized with a an Honourary 2025 FGC distinction for her service to her profession and the industry at large.**

### Fellow of Engineers Canada (FEC)

The following members received a certificate of fellowship and the privilege of using the designation Fellow of Engineers Canada (FEC) upon recommendation from APEGNB in honour of exceptional contributions to the engineering profession.

- **Maryse Doucet, ing., FIC**
- **Tammy Lamey, P.Eng., FEC**



### Life Distinction

The following members received a Life Distinction designation from APEGNB in honour of exceptional contributions to the engineering and geoscience professions.

### APEGNB Engineering Life Distinction

- Darryl Ford, P.Eng., FEC
- Robert LeBlanc, P.Eng., FEC

### APEGNB Geoscience Life Distinction

- F. Dwight Ball, P.Geo., FGC, FEC (Hon.)
- David Keys, P.Geo., FGC, FEC (Hon.)
- Dr. Steve McCutcheon, P.Geo., FGC, FEC (Hon.)
- Darryl Pupek, P.Geo., FGC, FEC (Hon.)



**Darryl Pupek's son, Lucas, was on hand to accept the distinction on behalf of his father, who could not attend in person.**





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# FROM OUR MEMBERSHIP FILES

APEGNB has moved all of our member and registrant documents to electronic storage. This included digitizing our membership files in our ongoing quest to streamline administration and update our member database. During the process of scanning and uploading archival documents to our database, APEGNB staffers have discovered some very fascinating members from decades past. In this column, Organization Support Manager, Stamatia Baker, FEC (Hon.), FGC (Hon.) will re-introduce us to an engineer of years past. Today, we meet John Feeney, P.Eng.



*-with research by Laurence Corbett, P.Eng, M.Eng.*

John ("JL" or "Jack") Feeney was born in Fredericton on May 29, 1891, to hotel owner Thomas G. Feeney and his wife, Elizabeth V. (Morris) Feeney. Throughout his long and diverse career, his engineering skills placed him at the forefront of many of New Brunswick's largest public infrastructure projects. As an architect, he left a lasting mark on Fredericton's landscape, earning posthumous recognition from the city. But perhaps most remarkably, as a 20-year-old recent UNB engineering graduate, he may have saved countless lives.

John began his studies at UNB in the fall of 1906 at the young age of 15. The following summer, he started working for the City of Fredericton, drafting for the sewerage department. In subsequent summers, he assisted at the new water filtration plant at the bottom of Smythe Street, a facility designed and constructed in 1906 by Boston engineer Frank A. Barbour. That same year, Barbour also designed and supervised the installation of the city's first complete sewerage system.

When the water quality from the plant came under scrutiny in late 1909, 18-year-old John was sent on a two-month trip to New York and New Jersey. His mission: to learn from engineers and suppliers who had helped design Fredericton's plant and were also involved in running a larger, similar facility.

During this trip, John found himself in the midst of one of the most significant public health trials of the time—the first continuous use of chlorine for water purification. In New Jersey, sanitation pioneers Dr. John L. Leal and George Warren Fuller were defending their groundbreaking method of continuously dosing water with chlorine. Though their process would soon be widely adopted as a critical tool in combating typhoid fever and other waterborne diseases, the public remained deeply suspicious of adding chemicals to drinking water.

John Feeney was appointed City Engineer upon his graduation in 1910, just weeks after his 19th birthday. He held the position until 1912 before embarking on a decade-long career that included roles with the federal Public Works Department, the New York Continental Jewell Filtration Company (one of the organizations he had trained with in 1909), and even a brief stint as Assistant City



**John Feeney, 1910 Fredericton Encaenia, UNB.**

*Photo courtesy of Archives & Special Collections and UNB Libraries.*

Engineer in Beaumont, Texas. But before he left his role as City Engineer, Feeney took a bold step. Secretly installing scaled-down equipment modeled after what he had seen in New Jersey, he began providing a continuous, tiny dose of chlorine to Fredericton's filtered water—possibly the first such system in Canada.

His innovation went unnoticed by the public but was evident in improved water quality testing. The simple system, which used chlorides of lime, safeguarded Fredericton's citizens against



waterborne diseases, particularly typhoid fever. It remained in place until 1950, when 'modern' gas chlorination was introduced. The cost of the equipment that helped eliminate typhoid in Fredericton? Just \$23.55—roughly \$600-\$650 today!

In 1921, Feeney partnered with Moncton architect René A. Fréchet to establish "Fréchet and Feeney, Architects and Engineers." Over the next four years, he honed his architectural skills under Fréchet's mentorship. By 1928, he had joined the Royal Architectural Institute of Canada, in addition to becoming a member of the Association of Professional Engineers of New Brunswick in 1922 and a charter member of the Architects' Association of New Brunswick in 1933.

The latter half of his career was devoted to designing and constructing buildings and expanding New Brunswick's hydroelectric power infrastructure. His architectural contributions included schools and churches across southern New Brunswick, notably Stella Maris Church in Saint John and St. Dunstan's Roman Catholic Church in Fredericton. His work with the New Brunswick Electric Power Commission (NBEPC) involved significant projects, including the expansion of the coal-powered Grand Lake electric plant in 1935, the

design and supervision of NBEPC's Moderne-style headquarters in Fredericton in 1945, and his role as Project Manager for the Chatham thermal-electric plant and the Tobique River hydroelectric plant.

Appointed NBEPC Chief Engineer in 1951, Feeney played a key role in a joint Canada-U.S. study exploring hydroelectric potential on the St. John (Wolastoq) River. He was instrumental in the construction of the Beechwood hydroelectric dam. Even after his retirement in 1957, he continued serving on commissions focused on waterways and energy.

*Laurence G. Corbett is the author of "Fire, Disease and the Pump House: What Had to Happen Before Fredericton Had Running Water" (Amazon.ca) which covers the history of Fredericton's water supply prior to 1884. If you'd like to learn more about John Feeney, Civil Engineer and Architect, look for Laurence's second book on the water supply slated for publication in 2025. It will provide the reader with the first three decades of the water supply and its impact on the community.*



**Water Treatment Plant circa 1906. (Provincial Archives of New Brunswick Image: 657-25).**

We are always on the lookout for interesting articles profiling the past, present, and future of both engineering and geoscience in the province of New Brunswick from our readers. If you have any stories you want to share, email [questions@apegnb.com](mailto:questions@apegnb.com).



# 51st Atlantic Geoscience Society Colloquium and Annual General Meeting

SUBMITTED BY

ADRIAN DAVIS, P.GEO.

The 51st Atlantic Geoscience Society (AGS) Colloquium and AGM, held February 7–8, 2025, at the Delta Hotel in Dartmouth, NS. With 237 delegates and 103 presentations (80 oral papers and 23 posters), the event highlighted the robust and growing geoscience community in Atlantic Canada.

The colloquium's program featured a wide variety of sessions covering critical and current topics, including:

- Opportunities in Public Urban Geology
- Geoscience in the Energy Transition
- Educational Outreach
- Hydrogeology and Environmental Geology
- Quaternary Geoscience and Geohazards
- Appalachian Orogen: Tectonic History and Mineral Potential
- Critical Metals: Measurements, Models, and Exploration
- Coastal and Marine Geoscience Developments
- Social Media and Digital Geoscience Communication
- Cobequid-Chedabucto Fault Zone and Critical Mineral Potential

The colloquium also featured a panel discussion on social and personal challenges in Earth Sciences, offering valuable insights into overcoming obstacles in the field. This discussion resonated with many attendees, reinforcing the importance of inclusivity and adaptability in professional spaces.

I particularly enjoyed the Opportunities in Public Urban Geology workshop, led by Dr. Tim Fedak from the Nova Scotia Museum. The session explored ways to integrate geoscience into urban initiatives, linking closely with outreach programs like the Quartermain Earth Science Centre and Stonehammer Geopark in New Brunswick. Another valuable workshop, Process and Metallurgical Mineralogy in Ore Systems, led by Dr. Jacob Hanley, also drew interest.

As a judge during the Student research and achievements portion, I took this responsibility very seriously, ensuring that each presentation and poster received the attention it deserved.

To ensure fairness and accuracy, I recorded the oral presentations and took photos of the posters to aid in recall. This approach allowed me to evaluate each student's work thoughtfully and without bias, reinforcing my appreciation for the effort and dedication they put into their research.



**AGS President Catrina Russell-Dolan (Centre) and AGS Past-President Donnelly Archibald (right) present the Atlantic Geoscience Societies Gesner Medal, Distinguished Scientist Award to Dr. Graham Williams (left).**

This year's notable student awards went to:

- Best Undergraduate Poster (Rob Raeside Award): Abbey Smith, Acadia University
- Best Graduate Poster (Graham Williams Award): Dylan J. McKeen, Acadia University
- Best Undergraduate Student Paper (Rupert MacNeill Award): Geena Morse, Saint Mary's University
- Best Graduate Student Paper (Sandra Barr Award): Michael Powell, Dalhousie University

A highlight was witnessing Dr. Graham Williams receive the Gesner Medal (AGS Distinguished Scientist Award). Graham's extensive contributions to stratigraphy, paleoenvironments, and outreach have made a lasting impact on our community. True to form, Graham accepted this recognition with great humility and humour, reinforcing the respect and admiration he has earned.

Additionally, Martha Grantham was honoured with the Laing Ferguson Award (AGS Distinguished Service) for her outstanding contributions and dedicated service to the geoscience community. This year, AGS also prioritized accessibility, ensuring that the venues, materials, and sessions were as inclusive as possible. This effort was well received and reinforced AGS's commitment to making geoscience accessible to all professionals and students.

A key highlight of the banquet was the guest speaker, Catrina Russell-Dolan from Stonehammer UNESCO Global Geopark, who explored the fascinating intersection of art and geology. Her talk reinforced the idea that geoscience is not only a technical field but also a source of creativity and cultural significance.

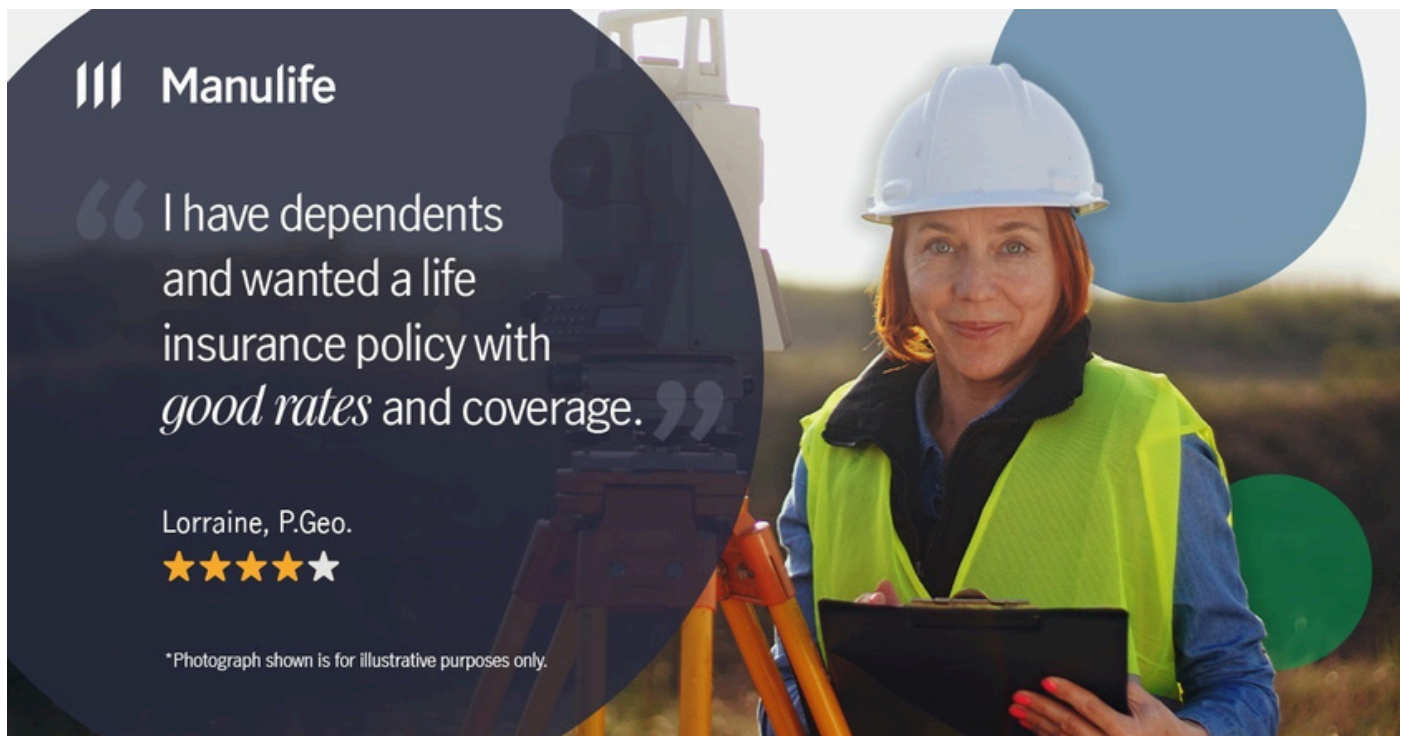
A successful event like the AGS Colloquium is the result of dedicated planning, sponsorship, and volunteer efforts. I'd like to extend my gratitude to the Organizing Committee and the numerous sponsors whose support helped ensure the event's success.

Networking and engaging with colleagues at the AGS Colloquium reminded me of the strong sense of community and resilience within geoscience. Throughout the event, conversations reinforced that geoscience is more than just research and technical expertise—it thrives on collaboration, mentorship, and lifelong learning. Attending this conference reaffirmed that professional growth can take many different paths and reminded me why I'm passionate about geoscience—not just for the science itself, but for the meaningful connections, the shared knowledge, and the many ways to contribute.

I encourage students, professionals and anyone passionate about Earth sciences to engage with AGS, whether through presenting, mentoring, or simply attending. Every contribution matters, and the conversations we have today shape the future of geoscience. —not just for the science itself but for the community, the connections and the opportunities to contribute in different ways.

Next year's AGS Colloquium is scheduled for February 6–7, 2026, in Truro, NS.

For further details on AGS and upcoming events, visit <https://atlanticgeosciencesociety.ca/>.



**Manulife**

“ I have dependents and wanted a life insurance policy with *good rates* and coverage. ”

Lorraine, P.Geo.

★★★★★

\*Photograph shown is for illustrative purposes only.

# Protecting Yourself and Your Business: Navigating Professional Liability Insurance

*If you attended our professional liability insurance session as part of the 2025 Professional Development Conference, you'll remember we explored the essentials of liability coverage, including its role in protecting against claims of negligence, insights into the Secondary Program and considerations for engineers in private practice.*

*As a follow-up, we're pleased to provide answers to your most pressing questions with the continuing expertise of Corinne McIntosh, CIP, CRM, Underwriting Specialist, Architects & Engineers Underwriting at Victor Canada, and Scott Belton, Vice President at HUB International Ontario Limited. Together, they'll help clarify coverage features, risk management best practices, and how to safeguard your practice.*



## How has the landscape of professional liability insurance evolved for engineers and geoscientists in recent years?

**Corinne:** In the last five or six years there has been some disruption in the professional liability insurance market which resulted in a reduction of capacity due to the departure of insurance carriers and a change of risk appetite for this class of risk. In recent months we are beginning to see a softening market as competitors begin to re-engage in this class of risk however, the leading underwriters in this space continue to correct their program results and achieve rate adequacy after years of claims and underperforming portfolios. The professional liability insurance market for engineers and geoscientists in Canada continues to see competitors take a conservative approach to writing this class of business. Generally, adverse results regarding performance and profitability of this class of risk as restricted competitors from offering aggressively priced insurance coverage in recent years. The long-tail nature of this business in terms of when the premium is calculated to when all claims in that policy term are settled is typically three to five years later; this proves to be a challenge to ensure an adequate rate is being calculated at the time coverage is purchased.

**Scott:** The insurance market is cyclical, going through “hard” and “soft” markets. A hard market is characterized by restrictions in insurer capacity, which results in increased rates, higher deductibles, and more restrictive coverage. A soft market is the opposite: more insurer capacity, which drives competition for business and leads to reduced rates and improved terms for insureds. From end of 2019/beginning of 2020 through to the middle or end of 2023, we were experiencing a hard market. This was partly a reflection of the state of the broader property & casualty market in Canada, but it was exacerbated by developments at Lloyds of London, which is a big

player in the Canadian professional liability market for A/E firms. Some insurers stopped writing professional liability for A/E firms entirely, but this would have mostly been seen in the form of rate increases & coverage restrictions. This would have been most notable for engineering disciplines deemed to be higher hazard, such as structural and geotech. By the end of 2023/beginning of 2024, professional liability insurers were getting more aggressive on their pricing to win new business, and new insurers were (re)entering the market. This added competition has started to drive down rates and the trend has continued into 2025.

While the market is softening due to increased competition, we're continuing to see claims severity increase. Many A/E firms have not revisited their limits in a number of years or adjusted to this claims inflation (i.e. \$1,000,000 won't stretch as far as it would 10 years ago). Given the state of the market currently, it's a good opportunity to look at increased limits.

## What are the biggest misconceptions about professional liability insurance?

**Scott:** A common misconception is that all professional liability insurers are the same, but while policy wordings may look similar, the claims experience can vary significantly depending on the insurer's expertise with A/E firms. These policies are written on a claims-made-and-reported basis, so switching insurers can create gaps in coverage if potential claims aren't properly reported. Another myth is that coverage is no longer needed once an engineer stops practicing or a firm closes—but claims often arise years later, making continued coverage essential. Lastly, even if your firm doesn't make errors, you can still be named in lawsuits unrelated to your work. Professional liability insurance helps cover costly legal defenses, even for unfounded claims.



**Corinne:** The biggest misconceptions about professional liability insurance is the long-tail nature and frequency of claims reported in this class of risk. In our experience claims are reported between two to three years after a professional service has been rendered and on average it takes two to three years for a professional liability claim to be resolved. It is not uncommon for a claim to reach resolution 5 or 6 years after the services at the centre of a dispute were rendered. This is significant to both insureds and insurers for many reasons, most importantly for document retention. It is likely a consultant may not recall all the particulars of project undertaken several years in past from when a dispute arises; this can create challenges in defending a claim. Reviewing old project documents and client communications can be essential in understanding the issues and in the defence of a claim.

Another big misconception is the frequency of claims made against design consultants. In our experience one in three engineering firms will experience a claim in any given year. No actual wrongdoing needed to have occurred for an allegation of negligence to be made against a consultant and trigger coverage under the professional liability insurance policy.

#### **What key coverage features should engineers look for when evaluating professional liability insurance policies?**

**Corinne:** The application of the limit of liability and the deductible obligation are key. Understanding how the limit of liability is structured will provide an understanding of the amount of insurance proceeds available in the event of claim. For instance, is the limit of liability eroded by claims expenses? If the limit is eroded by claims expenses does your company have enough limit available to cover both the expenses incurred to investigate and defend you as well as pay damages owed if you are found negligent and legally liable to pay damages? Is the limit adequate if your firm is in the unfortunate circumstance of having multiple claims reported in any policy term. In terms of the deductible, your financial obligation regarding deductible payments is essential to budgeting your company's insurance costs. You may agree to pay a lower premium upfront but pay more during a claim process if the deductible is applicable to claims expenses, damages and each and every claim. These are business decisions that are based on each firm's risk tolerance. The limit and deductible structures under a professional liability policy can be complex, your insurance broker is there to assist you in understanding your options.

#### **Can you speak about project-specific insurance? Professionals are seeing this in larger construction projects.**

**Corinne:** The project-specific professional liability insurance market is more limited and restrictive than the broader practice policy market, with fewer insurers and more conservative underwriting due to global claims experience—including in Canada. These policies are typically required by project owners or design-builders, especially for public infrastructure, though increasingly for private projects as well. While owners or contractors often

purchase and negotiate the policy, they aren't named insureds and may become claimants, creating potential conflicts—especially if high deductibles or self-insured retentions are used to lower premiums. Engineers and geoscientists should always confirm whether a project policy is in place, whether they're covered under it, and understand any associated financial risks, such as deductible obligations. It's also important to understand how this coverage interacts with their practice policy; an insurance broker can help clarify the terms.

[Victor has written a great article on this topic.](#)

#### **What steps can engineers take to ensure their policy aligns with the specific risks of their practice area?**

**Corinne:** Understanding your firm's operations and clearly describing what you or your firm does and does not do is essential. If there are any coverage restrictions applied based on the services rendered it is important to review this closely with your broker.

When entering into a consulting service agreement, having a written contract is recommended. As noted in our session, a contract can be a double-edged sword. A contract can assist or hinder in the defence of claim. For that reason, a contract should always be reviewed closely before it is signed. Understanding the obligations and responsibilities being imposed under an agreement is essential. Involve your insurance broker to obtain an insurability review; Victor can assist with this as well. We can point out what elements of a contract fall beyond the coverage afforded under the professional liability insurance policy. From there engineers and geoscientists can determine if these are acceptable business risks or if negotiating the contract to better align with their insurance coverages is preferred. When negotiating a contract it's best to obtain input from your corporate counsel as well.

#### **From a brokerage perspective, what proactive risk management strategies should engineers and geoscientists adopt to minimize exposure to liability claims?**

**Scott:** A strong contract is the cornerstone of risk management for any firm. At minimum, it should clearly define the scope of services, and ideally include terms for payment, limitation of liability, dispute resolution, standard of care, and ownership of work. Always have legal and insurance professionals review contracts—especially client-drafted ones, which may contain uninsurable language like broad indemnities, guarantees, or unrealistic insurance requirements. Know your client's background, including their project experience and litigation history, and consider using a go/no-go checklist to assess project risks before moving forward. Be aware of what you're agreeing to—and be ready to walk away if the risk is too high.

## How do factors such as project complexity or industry specialization impact professional liability insurance rates?

**Scott:** Both factors have a material impact on rates. It may also determine whether an insurer is willing to offer terms at all. If there is less competition for a risk, that will also lend itself to higher rates. Each insurer will have slightly different rates based on their experience, but they will consider your fees (either last 12 months or some average of a few years), disciplines, project types, project size, claims history, project delivery method, fees attributable to sub-consultants, what insurance you require from your subs, etc.

## What are the most common pitfalls professionals encounter when making a claim, and how can they be avoided?

**Scott:** The most common coverage issue that we see stems from late reporting of claims or circumstances. Professional liability policies for most A/E firms will be claims made and reported. The claim must be reported during the policy period it is made against you. Some insurers will give some leeway on this, but most will have relatively strict reporting requirements. It is important to promptly report any formal claims/demands made against you. As noted above, the prior knowledge exclusion is another condition/exclusion that we often see leading to coverage issues. This is particularly true when switching professional liability insurers. It's important that any known errors or omissions that could reasonably be expected to lead to a claim are reported to your insurer, especially before switching coverage to a new insurer. What constitutes a matter that can become a claim and should be reported can be difficult to determine. The standard of care for engineers is not perfection, so at what point should you notify? There's no hard and fast rule unfortunately - each situation will be unique. It is important to speak with your broker.

Professional liability policies will also contain clauses that state you must not admit liability for a claim, and there are coverage implications if doing so prejudices the insurer's ability to defend the claim against you.

The best way to address both issues is to engage with your insurer early in the process. Many insurers will have resources to help respond to (or even mitigate) potential claims. Early engagement also reduces the likelihood of late reporting issues. If you report a potential claim/circumstance and nothing comes of it, insurers will not penalize you.

## What advice would you give to professionals transitioning from working under an employer's coverage to private practice?

**Corinne:** If the employer is an engineering/geoscience consulting firm in private practice, the professional should confirm the company's professional liability insurance policy includes past employees in the definition of Insured under the policy. Most professional liability policies include past employees in the definition of insured but this should be clarified. The professional transitioning to private practice will want to confirm their

professional liability exposure for the work they did as an employee is covered by the employer's insurance.

In New Brunswick, professional engineers and geoscientists in private practice are mandated to carry professional liability insurance. When transitioning into private practice, professionals should contact an insurance broker and place this coverage prior to rendering any services. Engineers and geoscientists should ensure they properly budget for this business expense. The nature of the services being provided, the project/client type along with fee income will have an impact on the risk and impact insurance rates accordingly. If client contracts are already in place or will be imminently, ensure you understand the insurance requirements stipulated in your contract to avoid any breach of contract issues. Before signing any agreements, speak to your insurance broker to confirm if the insurance requirements being imposed are available and are a commercially viable option. If the contractual insurance requirements are not available or not affordable, taking steps to negotiate the insurance requirements are necessary. For instance, a sole proprietor in private practice earning \$100k in fees each year may not qualify for, nor afford a \$5M professional liability insurance limit, can the insurance limit requirement be reduced to \$2M? Engaging in conversations with your broker regarding the appropriate professional liability limits to carry is prudent.

[Victor has created a professional liability 101 document intended for consultants to provide to their clients, it explains the intent of professional liability insurance and outlines what should be considered when determining what limit of insurance should be carried.](#)

**Scott:** Speak with a broker that has proper experience working with engineers/geoscientists and familiarize yourself with the various types of commercial insurance available to you: not only professional liability, but also as commercial general liability, property, cyber insurance, directors and officers/employment practices liability, etc. Decide what risks you are comfortable retaining, and which can be transferred to an insurer and/or addressed contractually.

## Can you speak to scope creep during a project? What is the best way to deal with that?

**Scott:** A written contract with a clearly defined scope of work/excluded services, with a clause to address additional services and your compensation for those additional services.

**Corinne:** Scope creep is a common occurrence during the life of a project and is a significant issue that consultants should be mindful of. Any change in scope should be clearly documented in an amended agreement or alternatively documented in writing between the consultant and their client. Consultants should include both the updated mandate along with clarification of what is not added to the additional scope, if applicable. Creating clarity around the scope of work is essential and will be beneficial in the event of a dispute. If additional remuneration for the new services



is applicable, this too should be outlined in writing. It is not sufficient to merely document these changes in writing, obtaining an acknowledgement or approval of the changes from your client is considered good practice. When all parties to a contract are aligned regarding the project mandate and payment terms disputes may be avoided or if unavoidable, these steps can serve to mitigate the impact of claim that does occur.

**Are there any professional development resources or training programs that can help engineers and geoscientists better understand risk management and liability coverage?**

**Corinne:** Victor offers many risk management resources which can be found in the [Learning Center on our web page](#).

**Scott:** Outside of sessions hosted by your association and other professional bodies, some specialty A/E insurers and brokers will also offer additional risk management courses and services that can be a valuable resource for the owners of consulting firms and their employees.



*Corinne McIntosh brings her breadth of underwriting experience to her role as Underwriting Specialist in Victor's A&E department. Corinne has been underwriting Professional Liability risks since 2008 and had been actively involved in the risk management for design professionals for several years. Corinne holds the role of Underwriting Specialist in Victor's Architects and Engineering Underwriting department and has previously worked in the Claims department as an analyst to deepen her knowledge of A&E claims handling.*

*Corinne is a designated Canadian Risk Manager (CRM) as well as a Chartered Insurance Professional (CIP) with the Insurance Institute of Canada. She was a council member of the Ottawa Chapter of the Insurance Institute of Ontario and has served as Chair of the Chapter and a member of the Board of Governors of the Insurance Institute of Canada.*



*Scott Belton is a Vice President with HUB International Ontario Limited, located in Toronto, Ontario.*

*Scott joined HUB in June of 2020 and leads HUB Ontario's professional services practice, which specializes in providing insurance and risk management services to architects, engineers and other construction professionals. Prior to joining HUB, Scott spent 9 years as a broker with JLT Specialty Ltd. and Price Forbes & Partners Ltd. working at Lloyds of London, where he handled errors and omissions and cyber liability insurance programs with a focus on North American architects, engineers, and other professional services firms.*

# FROM LOCAL ROOTS TO GLOBAL REACH

***A CONVERSATION WITH THE CEO OF POTENTIAL, SAM POIRIER, P.ENG.***



**By Stamatia Baker, FEC (Hon.), FGC (Hon.), APEGNB**

***When you think of cutting-edge vehicle technology, you might picture assembly lines in Detroit, or Silicon Valley startups. But what about Hanwell, New Brunswick? Probably not. Yet that's precisely where Potential, led by CEO and Founder Sam Poirier, P.Eng., is pioneering off-road vehicle innovation.***

***Fresh off a spot on Forbes' 30 Under 30 list, Poirier is quick to acknowledge that his success story was built on a passion for problem-solving, a global upbringing, and a strong network of mentors right here in New Brunswick.***

Although Sam was born in Scotland, his formative years were spent living in Angola, Gabon, Egypt, Dubai, Saudi Arabia, and, eventually, a farm in Canada. While his childhood was certainly globe-spanning, a common thread ran through each location: he was always tinkering and fixing. Whether it was repairing farm equipment with spare parts or watching beat-up cars navigate dirt roads in Angola, Poirier found himself fascinated by how everyday problems could be solved with ingenuity.

"I loved LEGO and anything I could build from scratch," Poirier says. "Honestly though I'd say seeing how people in different parts of the world adapt to challenges—especially when they don't have the resources we might have here in Canada—was more of an influence and really shaped the way I look at engineering and problem-solving."

When he returned to Canada, Poirier enrolled in the University of New Brunswick's (UNB) mechanical engineering program. However, a pivotal experience was his internship in Germany with ThyssenKrupp, the German industrial engineering and steel production multinational conglomerate. During this Co-op placement he was immersed in Europe's burgeoning electrification efforts for vehicles, fueling an ambition to bring similar innovations back to Atlantic Canada.

Rather than leave the province to chase big-name automotive jobs, Poirier and his friends decided to stay and develop their own electric vehicle concepts. They applied to UNB's Technology Management & Entrepreneurship (TME) diploma program, a competitive, project-based initiative offered by the UNB Engineering Faculty's J. Herbert Smith Centre for Technology Management & Entrepreneurship.



“Our team walked in already having bought a used car for seven or eight hundred bucks that we wanted to convert to electric,” Poirier recalls with a laugh. “That definitely caught the TME committee’s attention. It showed we were serious.”

TME provided the framework—funding, mentorship, and structure—that allowed Poirier and his team to build a prototype conversion kit for electric vehicles. Very quickly, however, they realized that the real differentiator wasn’t just swapping out an internal combustion engine. The real secret was in the software that knits all the components together.

This focus on software is what led to Potential Motors, now called Potential. Early in the company’s journey, they unveiled Adventure 1, a compact off-road electric camper designed to show what advanced electrification technologies could do. The prototype garnered attention from Top Gear, MotorTrend, and TechCrunch, not to mention a flurry of LinkedIn buzz.

But the splashy debut was just the start. Faced with the enormous capital investment required to build a fleet of vehicles, Poirier and his growing team shifted gears, so to speak, to concentrate on the underlying technology. Today, Potential focuses on Terrain Intelligence™ and Rider Intelligence™—cutting-edge systems that make off-road vehicles safer, more capable, and more accessible to the average driver.

Terrain Intelligence™ uses a combination of cameras, radar, lidar, sensors, and novel software (including AI) to allow the vehicle to adapt proactively (instead of reactively) to the terrain for a safer, more comfortable off-roading experience and to reduce wear and tear on parts. Rider Intelligence™ uses cameras and sensors for Helmet Detect (an alarm goes off if the driver or passenger is not wearing a suitable helmet, much the same way that modern cars will beep if you are not wearing your seatbelt).

“We’re building technology that improves driving in challenging conditions,” he says. “Most drivers only tap into maybe ten percent of what their vehicles can do. We help unlock the other ninety percent.”

Poirier, now a fully licensed P.Eng., notes that navigating the requirements for professional registration can be challenging to meet for entrepreneurs, since you you’re your own boss—you don’t have a P.Eng. supervisor. However, having a mentor to review engineering work and ensure it meets regulatory standards turned out to be a major advantage.

“It forced me to seek out senior engineers who could guide the technical aspects of our projects,” Poirier explains. “That cross-pollination of ideas helped shape our company in ways we didn’t expect.”

**Most drivers only tap into maybe ten percent of what their vehicles can do. We help unlock the other ninety percent.”**

Sam Poirier, P.Eng.

In 2025, Poirier landed on Forbes’ 30 Under 30 list in the Transportation category—an accolade that brought major international attention. While grateful for the recognition, he insists that Atlantic Canada is brimming with equally deserving innovators.

“At a Forbes event, I met so many people doing amazing work,” he says. “But I kept thinking: there are more people back home with stories just as compelling. We just need to keep shining a light on the talent here.”

For Potential, the future involves doubling down on advanced software that could redefine off-road driving. In an era where autonomous vehicles are hitting urban streets, Poirier sees an opportunity to make the “driver’s seat” experience more thrilling and accessible in wild, off-road environments. Whether it’s a casual weekend adventurer or a seasoned overlander, he wants everyone to see how technology can enhance—not replace—the joy of exploring the road less traveled.

As Potential continues to grow, Poirier remains committed to Atlantic Canada—championing a region that is every bit as inventive as more famous tech hubs like Silicon Valley.

For a 28-year-old who’s already on Forbes’ radar, it seems this is only the start of what Potential—can accomplish on the global stage.



# PATHWAYS TO ENGINEERING

Submitted by Imène Bouguelia, U de M

Fact checked by Stamatia Baker, FEC (Hon.), FGC (Hon.), APEGNB

*Every career path is unique, but some stand out for their impact and commitment, and we're highlighting three outstanding figures who graduated from the Université de Moncton, who each in their own way have left a strong imprint on their community and beyond. Two Alumnae of the Year, whose successes illustrate the impact of their time at the Université de Moncton, and a tenured professor in the Department of Mechanical Engineering whose commitment and passion have marked generations of students, as he prepares to retire.*

## MARILOU SAVOIE, P.ENG.



**Marilou Savoie, P.Eng.**

Marilou Savoie has been working at Acadian Construction for 20 years. She graduated from the Faculty of Engineering at the Université de Moncton in 2004. With a bachelor's degree in civil engineering, she began her career at Kent Homes in Bouctouche in 2004 as coordinator of land development for mobile and modular homes. Wishing to focus more on the construction field, she joined Acadian Construction in 2005, a general construction contractor, as a project coordinator. Over the past 20 years with Acadian Construction, she has grown into various roles, starting out as a project manager, for over a decade on commercial construction projects of various sizes, and then moving on to construction manager, vice president and now president. This career path has given her an understanding of many of the company's roles and functions, which helps her in her current role. Her role as president requires her to manage the day-to-day operations of the company and the management team, setting vision and goals while ensuring long-term profitability. She was construction leader of a number of well-known buildings in the region, including Bass Pro Shops (Moncton), Moncton Acura, the Irving Big Stop (Salisbury), Dieppe City Hall and the Midland Terminal expansion (Dieppe). Marilou is also a business partner/co-owner of the company. She is a registered Professional Engineer (P.Eng.) and holds the Professional Gold Seal Certified (P.GSC) credential in construction

management. She is a member of the Wallace McCain Institute business group. Marilou also likes to get involved in the community and is a member of the boards of directors of the Pays de la Sagouine, the Greater Moncton YMCA, and the Canadian Construction Association. She spends her free time at the arena cheering on her son, a hockey goalie.

## MARYSE DOUCET, P.ENG., FEC

Maryse Doucet began her career as a process analyst in the maintenance team at Midland Transport in 2004. In 2012, Maryse was promoted to long-haul operations manager, managing a large department in terms of activity - overseeing the management of over 500 drivers as well as the use of over 2,000 pieces of equipment. In 2017, she became planning director. That same year, she received the inaugural Rising Star Award at the Atlantic Gala for Women in Transportation. In 2019, Maryse accepted the position of Moncton terminal manager at Midland, overseeing the largest terminal in Atlantic Canada.



In 2021, Maryse joined the Armour Transportation Systems team as vice president of Business Development, and in early 2022, was promoted to the role of vice president of Terminal Operations, overseeing cross-dock operations as well as pick-up and delivery activities for its entire network of 24 locations. In November 2022, Maryse received the "Woman Who Inspires" award at the Trucking Human Resource Sector Council Atlantic's annual conference, which highlights the advancement of women in transportation.

Maryse holds both a bachelor's degree in industrial engineering and a master's degree in business administration from the Université de Moncton. She is also a certified black belt in Lean Six Sigma. As well as being a dedicated employee and mother, Maryse is also committed to giving back to her community and the industry. She has been involved as a volunteer with a homeless shelter in Moncton, with the Atlantic Provinces Trucking Association, where she was appointed president in 2023, and for a decade with APEGNB, for which she was named a Fellow of Engineers Canada earlier this year.

Maryse lives in the Moncton area with her husband Jean and their two daughters Emmy and Lexie. Despite a very busy schedule, she makes the most of life by travelling and spending time with her family.



*Maryse Doucet, P.Eng., FEC*

## ROGER BOUDREAU, PH.D., P.ENG, FEC



*Roger Boudreau, Ph.D., P.Eng., FEC*

Roger Boudreau has been a professor in the Department of Mechanical Engineering at the Université de Moncton since 1986. He obtained his bachelor's and master's degrees in mechanical engineering from the École Polytechnique de Montréal and his doctorate from the University of New Brunswick in mechanical engineering in the field of robotics. He began his career as an engineer in the petrochemical industry before joining the Université de Moncton. He was head of the department for 10 years and has published some 40 articles in peer-reviewed journals that have been cited more than 1,450 times, according to Google Scholar. His great passion has always been teaching. He has been teaching Statics and Dynamics courses for around 30 years and has taught approximately 2,500 students. "I feel privileged to have been able to contribute to the education of so many engineers. I feel a great sense of pride when I see our alumni making their mark locally, nationally and internationally."

Professor Boudreau received the *Prix d'excellence en enseignement* (Excellence in Education Award) from the Université de Moncton in 2004 and was named a Fellow of the Canadian Society for Mechanical Engineering in 2007 and of Engineers Canada in 2016. He has been a member of the APEGNB Examination Committee for over 15 years. Professor Boudreau will retire in June 2025.

## The importance of self-regulated professions

*Stéphanie Doucet-Landry, P.Eng., FEC*  
*Director of Professional Affairs, APEGNB*



### *Did you know that engineering and geoscience are self-regulated professions?*

This means APEGNB received its authority through provincial legislation. We are therefore responsible for developing by-laws, standards of practice, codes of ethics, etc. that govern our members. We are also responsible for ensuring that the public interest is protected, and that public safety is maintained.

Self-regulation is crucial for the engineering and geoscience professions for several reasons:

**Public Safety and Welfare:** Engineers and geoscientists often work on projects that directly impact the safety, health, and well-being of the public. For example, civil engineers design buildings and bridges, while geoscientists may assess land stability for construction. If these professionals don't adhere to high standards and ethical guidelines, it can lead to accidents, environmental damage, or even loss of life. Self-regulation ensures that professionals maintain strict standards of practice to protect the public.

**Professional Accountability:** Self-regulation establishes clear standards of behavior, ensuring that engineers and geoscientists are held accountable for their actions and decisions. By being part of a self-regulated profession, these professionals are responsible for ensuring their work meets ethical, technical, and legal standards. This accountability builds trust with the public and clients.

**Quality Control:** In both engineering and geoscience, the complexity and technical nature of the work demand high levels of expertise and precision. Self-regulation ensures that practitioners have the appropriate qualifications, training, and experience to carry out their work. It also promotes continuous learning and development to keep up with advancements in technology, standards, and best practices.

**Ethical Standards:** Ethical dilemmas can arise in engineering and geoscience, such as conflicts of interest, environmental concerns, or the pressure to cut corners. Self-regulation provides a framework for professionals to navigate these challenges, ensuring that decisions are made with integrity and in the best interest of the public and the environment.

**Public Trust and Confidence:** When a profession is self-regulated, it signals to the public that practitioners are committed to maintaining high standards of practice. This fosters confidence and trust in the profession, which is essential for its credibility and success.

**Avoiding Government Intervention:** Self-regulation can help prevent unnecessary government intervention or regulation. When a profession successfully self-regulates, it demonstrates that professionals are capable of ensuring their own standards without the need for excessive external oversight. This can help maintain the profession's autonomy and reputation.

In summary, self-regulation in engineering and geoscience promotes safety, accountability, ethical practice, quality work, and public trust, while ensuring that professionals uphold the high standards necessary to protect people and the environment.

*As the regulatory body for the Engineering and Geoscience professions in New Brunswick, APEGNB administers the professions in accordance with the Engineering and Geoscience Professions Act.*

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# The engineering profession's continuing commitment to EDI

## ENGINEERS CANADA

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The Canadian engineering profession presents endless opportunities for engineers to turn passion and commitment to making the world a better place into solutions to some of society's biggest challenges. Yet for much of its history—and still today—some people remain underrepresented in engineering, including women, racialized people, Indigenous people, those living with disabilities, and 2SLGBTQ+ individuals.

Fortunately, that is gradually changing, as engineering employers, organizations, and higher education institutions work to improve equity, diversity, and inclusion (EDI) in engineering. Although the political climate in the United States has recently sparked a backlash against EDI, the Canadian engineering profession remains committed to continuing and expanding EDI efforts to help open doors to a rewarding career in a profession that is inclusive and welcoming to everyone.

### Why EDI matters

"I grew up in a house where girls could do anything and never really thought about any differences, and then as I went through my career and even throughout university, there were very few women," says Marcie Cochrane, P.Eng., Strategic Partner at the Association of Consulting Engineering Companies BC "I started to see how that impacted my career and my sense of belonging."

Cochrane went on to do her MBA thesis research on the retention of women in engineering. From 1998 to 2017, the data showed that during the first 10 years of their licensure, women engineers left the profession at nearly twice the rate that men did.

"There are these traditions and behaviours around [engineering] that are not necessarily very welcoming for women, and for other underrepresented folks too, which in time contributes to the fact that they don't stay, because they don't find a sense of belonging and they encountered diminished opportunities for career growth."

John Gamble, P.Eng., President and CEO of the Association of Consulting Engineering Companies (ACEC-Canada), says a lack of diversity and inclusion in the engineering sector has led to blind spots in a profession whose responsibility is to serve all of society.

"Roadside curbs have existed for literally thousands of years, but it's only been in the last couple of decades that someone had the notion that this is a barrier to accessibility if you're in a wheelchair. The solution's very easy. It's just that we did not think to have a solution, because if you are an able-bodied person, it's not on your radar."

Gamble says harnessing the life experience that diverse people bring to engineering will improve the solutions engineers create to solve society's problems. He adds that while progress has been made, there is certainly more work to be done to establish engineering as a profession of choice.

"Fortunately, that aligns with some of the very things we need to do to make for a more attractive, safer, more comfortable, and more rewarding workplace for people of different backgrounds."

### EDI at Canadian engineering companies

The good news is that plenty is happening at Canadian engineering companies to improve EDI.

Anna Robak, PhD, P.Eng., Executive Director of Research and Innovation at WSP Canada, says the company's EDI work includes helping to build the next generation of diverse engineers through partnerships and sponsorships with post-secondary institutions; supporting current staff members and building an inclusive mindset through employee resource groups, EDI trainings, and partnerships with organizations representing thought leadership on EDI and equity-deserving groups; and measuring the company's progress via robust data collection and reporting on metrics like overall workforce diversity; diversity in management positions; promotion, turnover, and hiring rates; and pay gaps.

Robak, who notes that WSP Canada's current president is a woman, says WSP has actively worked over the past few years to assess, monitor, and improve its hiring, promotion, and compensation practices with the aim of achieving and sustaining equitable opportunities and inclusive experiences.

"We need to have that diversity in the engineering discipline because our diversity will bring innovation. It will bring, frankly, results."

Erin Smith, P.Eng., P.Geo., is a Risk Assessor at Dillon Consulting Limited and Chair of Dillon's Inclusion and Diversity Committee. Dillon founded their 'Women in Dillon' (WiD) initiative back in 2008 with the goal to improve the experience of women in the company and break down barriers to equity and inclusion.

Smith says that work has paid off: "We have excellent representation of women at all levels of our company, right up through to our executive and our board."

After a decade of successes and lessons learned through WiD, Dillon expanded their focus beyond binary gender into the broader EDI space. Their Inclusion and Diversity (I&D) Action Plan now outlines numerous commitments and initiatives to support EDI in the workplace. These include a mandatory training course for all new hires covering unconscious bias and other fundamentals of inclusion and diversity, and improving representation of other underrepresented groups through targeted actions in their recruitment and career management processes.

Reconciliation is another EDI priority at Dillon, one that is supported through their partnership with SOAR Professional Services, an Indigenous-owned and led firm founded by a senior Dillon Partner.

"It's mutually beneficial: we extend SOAR's technical expertise and capacity, while their unique knowledge and experiences help us develop a better understanding of the diverse priorities and cultures of Indigenous communities," says Smith.

#### Supporting EDI at the national level

Engineers Canada's [30 by 30 initiative](#) is working to increase the percentage of newly licensed engineers who are women to 30 per cent by the year 2030. The initiative is supported by champions across the country, an annual conference, reporting on metrics, and the creation and sharing of resources for engineers and engineering employers.

ACEC-Canada has created a [diversity, equity and inclusion resource centre](#), publicly accessible on its website, to support smaller engineering firms that might not have a full-time human resources department equipped to manage EDI efforts. It includes information on mentoring, setting goals and measuring progress, hiring and interview practices, and making the business case for EDI, among other topics.

"We wanted to give our member firms a starting point, so they're not starting with a blank page, especially when there are so many good lessons to be learned," Gamble says.

#### Visions for the future

Cochrane says it's essential to continue amplifying the voices of underrepresented people and including them in conversations about equity, diversity, and inclusion. She hopes that in the future, EDI concepts become embedded into the engineering profession.

"The goal would be that at some point in the future, inclusion is as much a part of our culture as safety—it is just built into the way companies operate."

Robak's dream is to begin building a stronger pipeline into engineering starting in elementary school: "In my world, everyone [at WSP] would be going out to schools, and we'd have 13,000 schools across Canada where our engineers are doing workshops with kids."

Dillon is currently finalizing a reconciliation action plan, and continues to strengthen and grow its partnership with SOAR. They are also a gold sponsor of EngiQueers Canada and recently launched a scholarship program with the organization.

"I'm proud to work for a company that continues to hold inclusiveness as a core value, that is not going to bow to pressure, and that is, if anything, expanding and growing and continuing on this important journey," says Smith.

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