

For Immediate Release

## **APA Furthers its Facilitative Approach**

**Vancouver, BC**, May 29th, 2007 – AldrichPears Associates (APA) announced today that Phil Aldrich, a founding principal, was recently awarded the status of IAF-Certified Professional Facilitator™ (IAF-CPF™). Phil earned the highly respected CPF designation after successfully completing an intensive competency evaluation held recently by the International Association of Facilitators (IAF) in Portland, Oregon.

Phil is a widely recognized expert in institutional and interpretive planning with decades of experience in the exhibit design industry. His recent IAF certification will enable APA to further their facilitated planning approach, helping clients prepare for institutional growth as they undertake facility expansion. With a focus on visioning, organizational planning and partnership development, APA's facilitated approach assists in the creation of sustainable facilities and organizations.

“Facilitated planning for success helps institutions meet the organizational challenges that occur in tandem with physical growth,” explains Aldrich.

Recently, APA brought together many constituents in the maritime community, including the North Vancouver School District, Tourism Vancouver, Transport Canada and the Squamish Nation, to develop a long-term vision and master plan for the National Maritime Centre (NMC) of the Pacific and the Arctic. This institution's focus will be to showcase historic maritime artifacts and interactive exhibits. It is also being positioned to serve the public and over 50 partners as the West Coast's central maritime hub.

### **About AldrichPears Associates**

*AldrichPears Associates is a Vancouver-based firm that provides exhibit design and planning services to museums, science centers, zoos, and interpretive centers. Serving an international clientele, the firm plans and creates compelling and entertaining visitor experiences that captivate the imagination and invite lifelong learning.*

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