



# EMARC NAME CHANGE

A look back at the journey.

# THE HISTORY

*June 2017 EMARC contracts with Pull to start the rebranding and renaming process*

- A memo goes out to stakeholders stating the reason for the process:
  - “In addition to creating a new look and image, we are going to be working through a name change in order to avoid any reference to the ‘R word’, which is inconsistent with our beliefs and values. We are committed to removing the stigma associated with the word retardation and affirmatively oppose its association with our agency. We are looking for a name that represents our mission and distinguishes our journey.”

*July-August 2017 Focus groups are held with stakeholders to brainstorm vision, mission, values and name options*

*September 2017 The new name finalists are pared down and put through the ringer to determine availability, current trademarks and similar agencies are considered*

*October 2017 New names continue to be reviewed and analyzed*

*November 2017 New name is submitted to the U.S. Patent and Trademark Office*



# THE FOCUS GROUP

Twenty -five people, including employees, family members and BOD members met over three meetings to discuss all aspects of EMARC

Who we are, what we do, and where we are going

Resounding consistency and unity when talking about the agency

# COMMON THEMES

Empowering People

Unity

Passionate Advocates

All abilities

Compassion, equality & respect

Teamwork

We are all People

Independence

# PUTTING IT INTO WORDS

## Vision Statement

- *Empowering people. Supporting independence. Inspiring dreams.*

## Mission Statement

- ***EMARC welcomes, values, respects and supports people of all abilities.*** *Our mission is to meet individual needs – whatever they are and however they change – while inspiring dreams. We advocate passionately while compassionately delivering services and programs that expand opportunities, empower people, support independence and enrich lives.*

## Core Values

- *Commitment to our people*
- *Compassion for all*
- *Individualized for independence*
- *Strength in teamwork*
- *High standards in everything we do*

# U.S. PATENT AND TRADEMARK OFFICE PROCESSING

We were told the process could take up to a year

Within three months of submitting, we would be assigned to a USPTO examining attorney for review

The review would take at least a month

If approved, the name is published in the USPTO Gazette in the following month

We would then have to wait another 30 days to see if anyone appealed the trademark

Once approved, official allowance notice would be sent within two months

June 2018 we were officially approved!

We now have six months to officially start using it or risk losing it

**So what's the  
name?**

# Community

A noun meaning a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals.



# Communitas

A Latin noun commonly referring either to an unstructured community in which people are equal or to the very spirit of community.

# WHAT'S NEXT?

File formal name change with the state

- Will occur on October 1, 2018
- Use will begin IMMEDIATELY
- “Formerly known as EMARC” will be used in communications as people learn the new name

Update ALL entities with new info

Update all messaging platforms

URL, email, social media sites, website

Color palette development

Stationary/business cards, program brochures

Name badges

Building signage

Online directories

Formal announcement to the public

Vehicle graphics

Promotional items

**Comm****unitas**