

**Contact**

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## Official Rebrand: EV-HPEC Becomes EVLA

**Eugene, OR / August 10<sup>th</sup>, 2021** - We are excited to announce that our name has changed from EV-HPEC (Emeral Valley High Performance Enterprise Consortium) to EVLA (Emerald Valley Lean Association).

This rebranding results from careful considerations of the Board and our stakeholders, including member companies, the Eugene Area Chamber of Commerce, and the Lane Small Business Development Center (SBDC). The new name will increase the visibility of EVLA in the community and make it easier to communicate. This rebranding does not affect any of our services, and our commitment to our member companies remains our highest priority.

As part of this exciting rebranding effort, EVLA adopted a new logo that better expresses our dedication to continuous improvement. The domain will transition from evhpec.org to evleanassociation.org in the next couple of weeks. We encourage our stakeholders to adapt our new brand assets, which can be requested online.

We look forward to continuing our work in the Lane County community and beyond.

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**About EVLA** - EVLA is a Lane County Network supporting businesses to increase competitiveness by sharing and applying best practices in continuous improvement. EVLA is the go-to for Lean Information in Lane County. We have a network of over 20 businesses that have and are participating in the program. They recognize the value of the training, the certification program, and the opportunity to learn with others through real-life examples. Individuals learn a set of Lean skills which can carry over to any job at any company. We offer three levels of certification: Basic, Intermediate, and Advanced, with official certification through Lane Community College.

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