



# 2015-2016 Annual Report

Presented at the  
Annual General Meeting  
September 15, 2016

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# MPI OTTAWA CHAPTER BUSINESS PLAN & DASHBOARD METRICS

## VISION

To be the first choice for professional career development and a prominent voice for the global meeting and event community.

## MISSION

To provide MPI members, chapters and the global meeting and event community with innovative and relevant education, networking opportunities and business exchanges, and to act as a prominent voice for the promotion and growth of the industry.

## PERFORMANCE METRICS

1. Membership Retention
  - Chapter's year-end retention rate in comparison to the region average from the previous fiscal year
  - Based on growth or maintaining of members
2. Membership Recruitment
  - Percentage of growth compared to previous year end
3. Volunteer Engagement
  - Volunteer is defined as serving 1 hour or more for the year and they only count once even if serving on multiple committees.
  - Volunteer counts do include the board members.
4. Membership Satisfaction
  - Assessment of overall member satisfaction with chapter
  - Percentage increase on annual member care survey results (conducted by MPI HQ)
5. Chapter Financial Management
  - Gross Margin Profit increase

## **OBJECTIVES:**

**The following overall objectives were identified for the 2015-2016 annual business plan.**

1. Position our educational events as the "must attend" industry events in Ottawa.
2. Increase membership satisfaction and provide members with a return on investment.
3. Create a digital environment where members can engage with each other as well as others from the meetings industry.
4. Enhance member engagement through a Mentorship program.
5. Provide opportunities for members to better themselves in the industry.
6. Enhance external awareness of National meetings Industry Day (NMID).
7. Raise the profile of the Chapter's recipient charities (internal and external).
8. Capitalize on marketing opportunities for the Chapter-internal and External.
9. Comprehensive analytics on our chapter membership and events to develop marketing strategy.
10. Increase Member engagement.
11. Increase Student Awareness within the chapter.
12. Enhance member awareness of HQ educational support programs and grants.

**The following objectives were identified for our 2015-16 portfolios in the annual business plan.**

**1. Event Programming:**

- a) Standardize branding/advertising efforts for all Chapter events (focus on emotional stories for marketing)
- b) Create list for use in marketing events that shows what elements the event offers (i.e. education, networking, food, fundraising)
- c) Implement use of event objectives for advertising (ie. result of attending this is...”
- d) Implement a longer lead time for event registration so as to increase advertising time
- e) Create standardized questions for all post-event surveys
- f) Investigate other chapters member vs non member pricing (maybe one price for non-members)
- g) Research option for event registration confirmations to update/upload to registrant calendar (iCal) and social media posts

**2. President/Admin:**

- a) Implement revised job descriptions and assess practicality with new board structure
- b) Review DLVM position for practical application and future focus
- c) Develop a Board Self-Assessment tool and implement in time for results to be reviewed during transition time
- d) Create a set of standard operating procedures by portfolio for Board member and committee use
- e) Plan an awareness campaign to explain how the Board works and how to join (including a potential Lunch & Learn)
- f) Develop and implement a mentoring program for the membership (including reverse mentoring)

**3. Finance:**

- a) Create a standardized event pricing matrix (large member vs. non-member difference; early-bird and regular rates; price for type of event)
- b) Implement Advance Education Fund (AEF) and develop policies/criteria for usage
- c) Re-evaluate Chapter’s investments, GIC’s and reserves vs. surplus status
- d) Investigate cost and implications of allowing all award nominees to attend Gala for free
- e) Review sponsorship levels and create a cost breakdown for Chapter expenses within each level to assess profit margins
- f) Assess the amount of money earned by sponsors and whether we should grow or contain the current income
- g) Compare sponsorship prospectus against those of other associations and recommend any changes (explore options for new benefits that would be more creative for sponsor presentations)
- h) Develop a chain of command for communication with sponsors and instate a committee lead to work with each event team
- i) Develop a standard survey to assess sponsor satisfaction after each event
- j) Review in-kind sponsorship process and benefits to equalize across the board (including host venues)

#### **4. Membership:**

- a) Create a best practices summary document for membership retention (what works best?)
- b) Prepare a report on common membership trends for recruitment ideas/campaigns (ie. new member types, when they join, where they come from, etc.)
- c) Explore gamification options for the Chapter and loyalty program/prizes (eg. Competition for most events attended, most tweets for an event, picture contests with sponsors, share event link for MPI Bucks)
- d) Investigate option of creating online new member orientation/bootcamp
- e) Develop an annual potential member reception to take place as part of a Chapter event where Board members attend
- f) Develop a Chapter marketplace/ Buy MPI program where members can conduct business with each other via the member-only section on the new website (ie. recommends suppliers from out of town; wanted board to match needs and supplies, list of services suppliers offer)
- g) Investigate potential of local Corporate membership level (similar to subscription/ affiliate) while pushing for HQ level
- h) Conduct focus groups/town hall to ask members what they want out of their membership
- i) Develop member testimonial videos to be posted on new Chapter website
- j) Develop a tips page for member only website section that will give advice on where to find RFP's for business, job resources, etc.
- k) Explore and prepare an awareness campaign to advise members on the HQ online member directory
- l) Create a template for individualized requests for members' profile updates in advance of directory printing
- m) Enhance and market the Subscription membership program
- n) Create/package a standard "display" for using when exhibiting at tradeshow
- o) Participate in local tradeshow to recruit members (ie. Travel & Trade, CSAE)
- p) Analyze members who are not attending events and prepare phone survey/outreach campaign
- q) Plan a Membership Boot Camp for new members
- r) Create a best practice for following up with non-members who reach their maximum event attendance
- s) Develop a road map for recruitment guests and possible MPI Open Houses that will enhance current Prospective Member Attendance program, including updating rules and policies (ie. bring a prospect to an event for \$1)
- t) Develop a prospect list for member recruitment
- u) Create an action plan for distribution of MPI anniversary pins to members
- v) Evaluate and assess improvements for MPI Bucks program
- w) Investigate new interactive ideas for networking events (ie. scavenger hunts, amazing race)
- x) Assess the idea of changing Golf Day to another type of sport activity and related member perceptions/implications
- y) Conduct a young professional 'event within an event' (ie. special reception, mentor connection)

## **5. Education:**

- a) Conduct a survey to see what topics members want for education (as separate or part of membership survey)
- b) Investigate Meeting and Business Event Competency Standards (MBECS) program and the potential to incorporate in Chapter's education plans (<http://www.mpiweb.org/Portal/MBECS>)
- c) Investigate the idea of an "Industry Beginner" education content database that would include webinars on industry topics, allowing for yearly programs to be more focused
- d) Implement grading program for marketing of education events (content is novice, intermediate, advanced, all)
- e) Investigate offering Chapter education events online as webinars for members only after the event has taken place
- f) Ensure speaker contracts require 25% interactivity for education events and follow CRA regulations for US speakers
- g) Implement the strategy to promote/bring members' attention to the available scholarships/funds available through MPI, The MPI Foundation and any others.
- h) Review study group model (including timeline and number of groups/year) and develop new model as needed
- i) Develop a marketing campaign to increase member awareness of all certification programs (CMP, CMP-HC and CMM)
- j) Appoint a CMP Champion who is available for questions from those interested in obtaining their CMP or CMP-HC or CMM throughout the year

## **6. Communications:**

- a) Create an internal communications strategy that will result in providing consistency in format, timing and design for Chapter programs and events, as well as a procedure for one-off email requests and inter-association requests
- b) Perform a needs assessment to determine what type of communications the Chapter should be concerned with, and our resources
- c) Develop an external communications strategy that includes a marketing plan
- d) Investigate idea of a Chapter meeting directory/buyer guide (profiles of planner members and their business needs/event dates)
- e) Research the idea of creating a Chapter mobile application
- f) Research avenues to market events to non-members (i.e. sign up for event announcements list)
- g) Empower members to be marketing ambassadors via new website (ie. get members to share stories about an event they attended; short quotes)
- h) Continue development of new website and enhanced member only section (polling section that can test mbshp on request; advertorials to engage mbshp expertise; storage of old communiques; searchable directory)
- i) Enhance event pages on new Chapter website (shareable splash page for advertising; sponsor section)
- j) Develop a more interactive web version of the Communique (ie. URL's in articles, QR codes, social media likes)
- k) Develop a guide for how to utilize Chapter photos (eg, marketing uses)
- l) Create news articles for Chapter website and press releases for external contacts on the fundraising efforts of the Chapter (ie. December Food Bank drive results)

## BOARD OF DIRECTORS

### Executive Committee

President	David Dugas <i>D.E. Systems Ltd</i>
President Elect	Ryan Young <i>The Banff Centre</i>
Immediate Past-President	Jennifer Holly <i>Travel Alberta</i>
Vice-President of Communications	Jennifer McAndrew <i>Mastermind Events Inc.</i>
Vice-President of Education	Alyssa Lancefield <i>InitLive Inc.</i>
Vice-President of Finance	Nick Sont <i>Yes We Plan Event Management Inc.</i>
Vice-President of Membership	Chantel Beaupre <i>Say Something Communications Inc.</i>

### Directors

Director of Community Outreach & CSR	Riccarda Galioto <i>AMMI Canada</i>
Director of Education Programming	Patrick Kilvert <i>Les Suites Hotel, Ottawa</i>
Director of Leadership & Volunteer Management	Darlene Kelly-Stewart <i>STONEHOUSE Sales &amp; Marketing Services</i>
Director of Member Care	Karen Norris <i>Coaching Association of Canada</i>
Director of Member Programming	Nicole Jeffrey <i>Canadian Produce Marketing Association</i>
Director of Publications	Lydia Blanchard <i>NAV Centre</i>
Director of Recognition and Awards	Scott Ventresca <i>Tourism Toronto</i>
Director of Strategic Alliances	Allison Collins <i>Sheraton Vancouver Wall Centre Hotel</i>
Director of Strategic Education	Sandra Leslie <i>University of Ottawa - Department of Radiology</i>

## PRESIDENT'S MESSAGE

### *David Dugas*

2015-2016 was a very busy year for the MPI Ottawa Chapter Board. A large number of new initiatives were undertaken and we had a strong commitment to deliver an event lineup that was unique, innovative and inspiring. As such, here are some of the highlights of what was accomplished during the year:

1. Events: Inspiring events with speakers such as Matt Tenney; innovative events such as the Tasting Tour, the joint event with the Montreal Chapter with an education session that took place on a Via Rail train en route to Montreal, our Unconference held in conjunction with NMID; unique events such as the Dine Around and DIY MPI. The Board has also adopted a philosophy that all of our event offerings need to challenge the norms and offer something more.
2. Communications: 2015 saw the introduction of our digital publication, Conventus. The decision to adopt a digital format for our chapter news was three-fold: Engagement, Reach, Financial. A digital platform, integrated with social media allowed Chapter members to discuss and engage online over an article. The digital publication gave us reach throughout the events industry, not just on our member's desks as it was with a print publication. We saw examples of articles being picked up by the Convention Industry Council and others throughout the year. Financial - with our print publication we had a revenue stream of advertisers which effectively covered the cost of printing the publication. With our digital publication, we have managed to retain advertising at the same levels and reduce our primary cost of printing, thereby creating a substantial new revenue stream for the Chapter. The Communications Committee is actively engaged in promoting events and have developed a comprehensive marketing plan around promoting chapter events.
3. Membership: We have initiated research into MPI Chapter members buying power and other key metrics to be presented in the fall of 2016. The objective of this is to demonstrate the ROI of being an MPI member as well as to provide a sales tool for Strategic Alliances in securing sponsorship. We worked in partnership with Algonquin College students in developing the infographic and doing the research required to develop it.
4. Awards: Our Awards Committee also took the mantra to do things differently and applied it to their annual event, restructuring the format of the evening which proved to be a huge success.
5. We designed and purchased a new tradeshow booth to be used to market MPI at events such as CSAE Tête-à-Tête.
6. We worked to increase exposure of the CMP program through articles and marketing as well as run a CMP Bootcamp.
7. 2016-2017 marked our first transition year to a new Chapter administrator. As such, there was an extensive period of learning for both the board and the chapter admin,



Events & Management Plus Inc.. EM+ has proven to be very proactive in identifying areas of improvement for our Chapter operations and through year 1 have demonstrated the skillset required to manage our Chapter operations. We continue to work together to improve on a solid working relationship.

Our mandate for 2015-2016 was to deliver a product to members that represented value; to run events that were thought-provoking and inspiring. We worked to instill a sense of community both at our events and online and recognize that this was a key value proposition for our Chapter - the community and network of likeminded professionals in the events industry.

## PRESIDENT ELECT'S MESSAGE

### *Ryan Young*

This Annual Report marks the wrap-up of the 2015-16 year, which means **David Dugas** will be stepping into the Past President's role. His passion for our Chapter was evident throughout his service and even in his reduced board role, he will be as engaged as ever. I personally want to thank him for all of his significant contributions and setting up our current Board of Directors for success.

As President-Elect, one of my key roles was to build awareness for the MPI Foundation, which 'supports and propels the meeting and event industry'. They do so by providing professional development and career opportunities through numerous industry grants and scholarships for both planners and suppliers alike. I'm happy to report that in 2015-16, we had two of our Ottawa members take advantage of these scholarships. In both instances, our members received the necessary financial assistance to do something they otherwise wouldn't have been able to. We had a supplier member, who has since gone on to join our Board of Directors, attend WEC in Atlantic City, and a planner member's annual membership renewal dues covered after their new employer did not have budget to continue their membership.

After reviewing the Foundation's 2015 Annual Report, they have some impressive numbers to boost, many of which I expect will increase for 2016. The highlights include:

- 35 MPI Chapter Grants Awarded (59% increase over 2014)
- \$435K raised at WEC in San Francisco
- 230 total scholarships awarded (207% increase over 2014)
- \$333K distributed for grants, scholarships, and industry research
- 10.7% of the funds raised by the Foundation come from Canada (yet we have full access to the grants and scholarships offered)

## LEADERSHIP & VOLUNTEER MANAGEMENT

### *Darlene Kelly-Stewart, Director*

In this final year of my tenure, we have worked to refine our final revised board structure based on the original mandate of the position. All portfolios are now realigned to reflect the work of the chapter through its volunteers with established Directors and VP positions. This restructuring was done to support the Board's need to be more strategic at all levels and develop the tactical expertise and leadership skills of committee volunteers.

We are striving at all levels, to provide volunteers with a more meaningful experience through the implementation of active and ongoing volunteer recruitment and assignments for volunteers that meet their available need to contribute time, effort and skills to the various hard working committees within the chapter. All Committee Directors are working to grow the leadership within the chapter by strategically identifying committee and project chairs with an eye to succession planning and being more effective at the Board level.

The Nomination and Governance committee is also working on a continuous basis to foster leadership and succession for the board itself. A process has been implemented to provide for a continuous update of Job Descriptions and Committee SOPs along with reviews for Chapter Policy and Procedures. These administrative tools are crucial for our ongoing success.

A final task from the original mandate was the establishment of a Mentor Program. The Mentor Exchange framework as outlined at the end of 2014-2015 is ready to be tested once the next phase of the website update is in place within the coming months. Launching the Mentor Exchange without the support of the proper technology would have been a mistake; quality takes time and is a lesson you should not need to learn twice.

The Volunteer Program and process is now well established and has a reliable structure for the submission of Volunteer applications, ongoing assessments by the committee Directors to identify inactive volunteers, wanted skill sets and number of total volunteers needed to complete the work and tasks for the committees. This matching of volunteer availability and abilities, to committee needs for personnel, skills and time has continued to be successful.

Our original survey implemented at the end of 2014-2015 was reissued at the end of 2015-2016. The survey results reflected an increase in volunteer satisfaction in both time they commit and that the work performed has value to the chapter.

Number of NEW Volunteer submissions received September – June - 45

Number of Volunteers placed September to June - 45

Number of overall chapter volunteers – 97 ACTIVE volunteers

## FINANCE

### *Nick Sont, Vice-President*

The 2015/2016 fiscal year saw quite a few new policies implemented and actions taken as per the strategic business plan. Some of the main objectives met were as followed:

1. The Chapter reserves of roughly \$100,000.00 was re-invested into GICs and mutual funds with a greater return giving the Chapter a higher yield on investments. This included the creation of policies requiring a portion of the money to remain invested for an extended term while mandating a set percentage to be held in penalty free, easily liquidated vehicles to cover Chapter expenses if needed.
2. The Advance Education Fund (AEF) came into action this year. The AEF is a sum of approximately \$25,000.00 funded from 10% of chapter sponsorships (at the diamond, platinum, and gold levels) each year that can be accessed for the purpose of furthering the education portfolios. This will allow our Education Directors the means to bring in bigger and better speakers, trainers, and educators to our education events without having to compromise their individual budgets. The AEF was also created to provide further value to members by enhancing educational events.
3. The price of event attendance was also investigated and restructured. This included looking into an educational events 'passport' which was eventually deemed not to be feasible. It also included changing the pricing of individual events to create a larger gap between member and non-member pricing thus increasing the value of holding an MPI membership.

The board also approved approximately \$9,000.00 to be spent on phase 2 of the chapter website this year, \$2,500.00 of which has already been paid as a deposit. This will include further changes and improvements to come into effect in the upcoming year. Much of this approved additional expense was recouped through a significant increase in advertising revenues.

Overall the board planned a deficit this year of approximately \$47,000.00. The audited year end actual saw spending more than planned with a deficit of approximately \$70,000.00. The primary reason for the overage in expenditures came from unexpected costs of board attendance at the MPI World Education Conference (WEC). MPI headquarters changed the date of WEC 2016 which meant covering costs of attendance to two WECs in one fiscal year. Coupled with the drop in the Canadian dollar, the exchange rate also played a large factor in this overture.

## FINANCIAL STATEMENTS FOR THE YEAR ENDED JUNE 30, 2016

**MEETING PROFESSIONALS INTERNATIONAL  
CANADA  
OTTAWA CHAPTER**

**FINANCIAL STATEMENTS**

**JUNE 30, 2016**

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PARKER PRINS LEBANO  
Chartered Professional Accountants  
Professional Corporation

## INDEPENDENT AUDITORS' REPORT

To the Members of:

**MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER**

### Report on the Financial Statements

We have audited the accompanying financial statements of **MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER**, which comprise the Statement Of Financial Position as at June 30, 2016, and the Statements of Changes In Net Assets, Operations, and Cash Flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

### Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the organization's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the organization's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### Basis for Qualified Opinion

The organization derives revenue from fundraising, the completeness of which is not susceptible of satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the organization and we were not able to determine whether any adjustments might be necessary to revenues, deficiency of revenue over expenses, current assets and net assets.

### Opinion

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph, the financial statements present fairly, in all material respects, the financial position of **MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER** as at June 30, 2016, and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Parker Prins Lebano Chartered Professional Accountants Professional Corporation  
Authorized to practice public accounting by the Chartered Professional Accountants of Ontario

Ottawa, Ontario  
August 17, 2016

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**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**

STATEMENT OF FINANCIAL POSITION  
AS AT JUNE 30, 2016

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	<u>2016</u>	<u>2015</u>
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 7,680	\$ 57,112
Guaranteed Investment Certificates - at cost (note 3)	25,799	100,840
Short-term investments (note 4)	50,000	-
Accounts receivable	18,140	7,700
Prepaid expenses	<u>100</u>	<u>8,538</u>
	<u>\$ 101,719</u>	<u>\$ 174,190</u>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 11,857	\$ 16,643
Government remittances payable	-	7,950
Deferred revenue - Golf Day	3,008	1,926
Deferred revenue - Advertising	<u>11,030</u>	<u>-</u>
	<u>25,895</u>	<u>26,519</u>
<b>NET ASSETS</b>		
Unrestricted	53,374	147,671
Internally restricted - Advance Education Fund (note 7)	<u>22,450</u>	<u>-</u>
	<u>75,824</u>	<u>147,671</u>
	<u>\$ 101,719</u>	<u>\$ 174,190</u>

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The accompanying notes are an integral part of the financial statements.

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**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**

**STATEMENT OF CHANGES IN NET ASSETS  
FOR THE YEAR ENDED JUNE 30, 2016**

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	<u>2016</u>	<u>2015</u>
<b>UNRESTRICTED NET ASSETS</b>		
Balance, beginning of year	\$ 147,671	\$ 159,870
Deficiency of revenue over expenses	(71,847)	(12,199)
Transfer to internally restricted net assets	<u>(22,450)</u>	<u>-</u>
Balance, end of year	<u>\$ 53,374</u>	<u>\$ 147,671</u>
<b>INTERNALLY RESTRICTED NET ASSETS - ADVANCE EDUCATION FUND (Note 7)</b>		
Balance, beginning of year	\$ -	\$ -
Transfer from unrestricted net assets	<u>22,450</u>	<u>-</u>
Balance, end of year	<u>\$ 22,450</u>	<u>\$ -</u>

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The accompanying notes are an integral part of the financial statements.

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**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**  
STATEMENT OF OPERATIONS  
FOR THE YEAR ENDED JUNE 30, 2016

	2016	2015
<b>REVENUE</b>		
Administration - Labels	\$ 313	\$ 140
Communications	27,487	25,572
Community outreach	109,464	150,841
Education and program	31,121	73,896
Interest	4,090	1,642
Membership	6,000	396
Membership events	54,417	-
Newsletter	1,000	37,459
Recognition and awards	63,016	57,057
SE Program (NMID)	29,026	19,967
Strategic alliances	2,500	-
	<b>328,434</b>	<b>366,970</b>
<b>EXPENSES</b>		
Board of directors	40,224	24,884
Communications	18,915	25,935
Community outreach	85,468	108,442
Education and program	48,816	61,037
Finance	8,830	10,938
General administration	-	2,451
Management fees and expenses	73,255	45,121
Membership	3,630	1,910
Member events	41,384	-
Newsletter	282	38,774
Recognition and awards	47,832	39,665
SE Program (NMID)	30,145	19,219
Strategic alliance	1,500	793
	<b>400,281</b>	<b>379,169</b>
<b>DEFICIENCY OF REVENUE OVER EXPENSES</b>	<b>\$ (71,847)</b>	<b>\$ (12,199)</b>

The accompanying notes are an integral part of the financial statements.

4



**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**  
STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED JUNE 30, 2016

	2016	2015
<b>CASH FLOWS (USED FOR) FROM OPERATING ACTIVITIES</b>		
Deficiency of revenue over expenses	\$ (71,847)	\$ (12,199)
Net changes in non-cash items related to operations:		
Accounts receivable	(10,440)	10,991
Prepaid expenses	8,438	(5,005)
Accounts payable and accrued liabilities	(4,786)	11,178
Government remittances payable	(7,950)	292
Deferred revenue - Golf Day	1,082	(9,832)
Deferred revenue - Advertising	11,030	-
	(74,473)	(4,575)
<b>CASH FLOWS USED FOR INVESTING ACTIVITIES</b>		
Purchase of investments	(50,000)	-
<b>DECREASE IN CASH AND EQUIVALENTS</b>	(124,473)	(4,575)
<b>CASH AND EQUIVALENTS, BEGINNING OF YEAR</b>	157,952	162,527
<b>CASH AND EQUIVALENTS, END OF YEAR</b>	\$ 33,479	\$ 157,952
<b>Cash and equivalents is comprised of:</b>		
Cash	\$ 7,680	\$ 57,112
Guaranteed Investment Certificates	25,799	100,840
	\$ 33,479	\$ 157,952

The accompanying notes are an integral part of the financial statements.

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**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**  
NOTES TO THE FINANCIAL STATEMENTS  
JUNE 30, 2016

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**1. GENERAL**

The organization was incorporated without share capital on April 8, 1992 under the Canada Corporations Act. The principal activity is to provide quality educational resources, networking opportunities and recognition for members involved in management of meetings. The organization is a not-for-profit organization within the provisions of the Income Tax Act and as such is not subject to income tax. Revenue is derived from membership fees and various social and educational programs and is recorded when the event is held.

**2. SIGNIFICANT ACCOUNTING POLICIES**

**Basis of presentation**

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations.

**Revenue recognition**

Membership rebates are recognized in the fiscal year to which they represent. Registration fees and sponsorships for the organization's programs are recognized when the events are held. Advertising revenue is recognized when the service is provided.

**Capital assets**

In accordance with Canadian accounting standards for not-for-profit organizations, small not-for-profit organizations, defined as those with average annual revenues less than \$500,000, can choose not to recognize capital assets in their statement of financial position. Therefore capital assets are charged to expense in the statement of operations. The organization's capital asset is the website. During the year, charges for the website re-development were \$14,000.

**Use of estimates**

The preparation of financial statements in conformity with accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenditures during the year. Actual results could differ from these estimates.

**3. GUARANTEED INVESTMENT CERTIFICATES**

Excess cash is held in a one-year cashable GIC and is recorded at cost. Both the principal and the earned interest are set to renew automatically at maturity. The fair market value of GICs as at June 30, 2016 is \$25,815.

**4. SHORT-TERM INVESTMENTS**

Short-term investments in mutual funds, consisting of a TD Comfort Balanced Portfolio, are recorded at cost (fair market value \$49,499).

**5. FINANCIAL INSTRUMENTS**

The organization's financial instruments consist of cash, investments, accounts receivable, and accounts payable and accrued liabilities. The book values approximate fair values due to their nature. It is management's opinion that the organization is not exposed to significant interest, currency or credit risk arising from these financial instruments. The liquidity risk is constantly monitored through current and future cash flows and financial liability maturities. The organization's exposure to and management of risk has not changed materially from June 30, 2015.

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**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**

NOTES TO THE FINANCIAL STATEMENTS (continued)  
JUNE 30, 2016

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**6. COMMITMENTS**

The organization has contracted for administration and management services expiring July 31, 2018 with the option to renew for two one-year terms. Future minimum contract payments total \$125,000 and include the following payments over the next three years: 2017 \$60,000; 2018 \$60,000; 2019 \$5,000.

The organization has commitments of approximately \$14,400 for hotel and hospitality costs in the coming year.

**7. INTERNALLY RESTRICTED NET ASSETS - ADVANCE EDUCATION FUND**

The Advance Education Fund consists of 10% of all diamond, platinum and gold sponsorships collected during the year. These funds shall be used for the sole purpose of enhancing the education of the members.

## STRATEGIC ALLIANCES COMMITTEE

### *Allison Collins, Director*

The 2015/2016 fiscal year for the Strategic Alliances portfolio was very successful and with the support from our sponsors and partners we were able to host and facilitate some great events. With a sponsorship goal set by the Board of \$145,750 for the year this was reached and surpassed ending the year with \$148,500.

The biggest change this past year was working with a new Association Management Company, Events & Management Plus Inc. We've managed to streamline the process when working with sponsors where Events & Management Plus Inc. have become the one point of contact for the sponsors liaising with the different committees. In doing this, we are ensuring all the deliverables are met and the process is simplified. This has been successful and taken the stress for error off the shoulders of the volunteers for Strategic Alliance.

We will continue to use 10% of all monetary sponsorships from Platinum and Gold Level sponsors towards the Education Committee fund which supports our MPI education sessions throughout the year. This strategy has proven to be supportive in increasing the level of education at our events and programs for our membership. We've received very positive feedback from our members on the education sessions this past year and because of this will continue this program.

The sponsor reception was held again this year to thank all of our sponsors for their contributions. The reception took place prior to the Awards Gala because many of our sponsors were in attendance for this. We thanked them for their support and reiterated that without them we would not be able to put on such great events.

Looking ahead at 2016/2017 we made some changes to the prospectus based on the feedback we received from the sponsors and membership. One of the main comments from membership and sponsors was the number of sponsors with speaking time during events. This comment was reflected mainly on our signature events such as the Charity Auction Dinner and the Awards Gala. Taking this into consideration we limited podium time to Platinum and Gold Level sponsors only for the 2016/2017 year. This will address these concerns as there will be less podium time and give more value to the Platinum and Gold Sponsors.

We look forward to another successful year ahead.

## COMMUNICATIONS

### *Jennifer McAndrew, Vice-President*

The Vice President of Communications oversees both the Publications and Community Outreach committees. The VP Communications position itself is responsible for the Chapter website, social media, and communications to the membership, as well as external communications with the community and industry at large.

The 2015-16 program year was an exciting time for the Communications/Publications committee. After determining that our previous website was not meeting the needs of our membership we underwent a complete overhaul/redesign of the site. We unveiled the new website at the AGM in September of 2015. In the spring of 2016 we found out that a new logo had been released by MPI, we will continue to work and modify the website and collaterals to be mindful of the new brand standards.

In the fall of 2015 after much discussion and consideration we retired the print version of the Communique in favor of the electronic publication, Conventus. We are very excited about these changes and feel that it shows that MPI Ottawa is a leader in the industry. The publications committee has developed a very strong communication plan for the coming year. This structure will allow us to communicate more frequently and via different platforms. This internal communications strategy will result in providing consistency in format, timing and design for Chapter programs and events. We continue to strive towards delivering original content that is relevant to the membership.

We are all very aware that social media will continue to have a large impact on our industry. We are continuing to investigate and explore what other avenues and applications may be a good fit for our Chapter and will be the most beneficial for our continued professional growth.

## COMMUNITY OUTREACH & CORPORATE SOCIAL RESPONSIBILITY COMMITTEE

### *Riccarda Galioto, Director*

The Community Outreach and Corporate Social Responsibility Committee raises awareness and funds to help support the Chapter's charities along with volunteering on site at the various charity locations.

#### **Who did we support in 2015-2016 and how??**

##### **NEW – Hopewell, Eating Disorder Centre**

Hopewell is eastern Ontario's only eating disorder support centre. They are a not-for-profit registered charitable organization created in 1999 by three Ottawa mothers who were driven by a common goal to help their daughters overcome their battles with anorexia.

Recognized by the professional community, the Children's Hospital of Eastern Ontario and the Ottawa Hospital, Hopewell has become a centre of excellence, providing information and support to those affected by eating disorders (anorexia, bulimia or binge eating).

They offer knowledge, support and hope to people dealing with the realities of these serious and potentially fatal illnesses. They also promote the prevention of eating disorders by helping youth understand the importance of healthy attitudes towards body image, eating and physical activity.

Their preventative programs reinforce healthy self-esteem and positive body image, and teach media literacy skills and ways to cope with anxiety and stress.

Hopewell was one of two charities that benefitted from the Chapter's major fundraisings activity, the Charity Auction and Dinner. The event took place at the Shaw Centre on January 28, 2016. Hopewell's Executive Director, Jody Brian was presented with a cheque during the June Bash in the amount \$5,353.75.

#### NEW – Moisson Outaouais

Moisson Outaouais, is a registered charity that ensures that families living in difficult socio-economic situations in the Outaouais region have food security and access to programs to promote self-sufficiency.

Since its inception in 2006, Moisson Outaouais has played a very important and essential role. On a monthly basis, they support more than 31,200 people in need in the Outaouais region, of whom, 12,400 are children. It is more than 8% of the population in the region.

The December 10<sup>th</sup>, 2015 festive gathering was a registered food drive for the Moisson Outaouais. Members were encouraged to bring food donations to the event and tape-a-toonie to the top.

The event raised funds through cash donations, the 50.50 draw, the candy cane game and collected 300 pounds of food.

Moisson Outaouais received a cheque in the amount of \$657.25.

#### Ottawa Food Bank

The Ottawa Food Bank was founded in the basement of the former police station on Waller Street in 1984. Originally intended to be temporary in nature, the Ottawa Food Bank has grown to become a staple food relief organization in the Region. Today, it supports 140 emergency food programs that feed approximately 50,000 people per month – 37 per cent of whom are children.

The community outreach volunteers actively support the Ottawa Food Bank throughout the year, sorting hundreds of pounds of food to restock the shelves at the warehouse.

In addition to sorting food at the warehouse, the *MPI M & M's* participated in the 4th Annual Food Sort Challenge. A high energy and spirited team building event, that took place on October 14<sup>th</sup>, 2015. The *MPI M & M's* were crowned the 2015 Food Sort Challenge champions. They sorted one ton of food faster than the other 25 teams.

The December 10<sup>th</sup>, 2015 festive gathering was a registered food drive for the Ottawa Food Bank. Members were encouraged to bring food donations to the event and tape-a-toonie to the top.

The event raised funds through cash donations, the 50.50 draw, the candy cane game and collected 300 pounds of food.

For a third year in a row, the committee and membership volunteers assisted the Food Bank with the June 2<sup>nd</sup>, 2016, Food Aid Day, by serving lunch to over 1,000 guests on the lawn of Ottawa City Hall.

Through various activities and events throughout the year, the chapter donated \$867.25 to the Ottawa Food Bank.

#### Ottawa Network for Education (School Breakfast Program)

The Ottawa School Breakfast Program ensures that children in need have access to a healthy breakfast in a safe, supervised environment – to help each child start their day ready to learn. The program serves 13,000 Ottawa children in 166 schools each year.

The committee's major activity for the year was the MPI Annual Charity Auction and Dinner. The event, took place on January 28, 2016 at the Shaw Centre.

The Community Outreach volunteers made six visits to different schools around the city. Each visit included between two and four volunteers who assisted the extraordinary in school breakfast monitors and volunteers in preparing and serving meals to children who participate in the program at each school.

Melissa McQuirk McNeil, Director of Advancement at the Ottawa Network for Learning was presented with a cheque during the June Bash in the amount \$15,821.25.

#### Kiwanis Club of Ottawa (Christmas Basket Program)

The community outreach volunteers, created 6 teams of two members each to help the Kiwanis Club of Ottawa deliver Christmas Baskets to 154 families in need on December 19, 2015.

#### Snowsuit Fund

The Snowsuit Fund is an Ottawa based registered charity that raises funds for the purchase and distribution of snowsuits to needy children, 15 years and under, in our community. In the 2015 season, the fund distributed 16,205 new snowsuits. They have managed to meet the challenge of keeping underprivileged kids warm during our cold winters.

Unfortunately, due to scheduling challenges, committee members, were not able to volunteer in the warehouse. The chapter raised \$120.00, which purchased 12 news snowsuits for the fund.

#### Rideau Valley Conservation Foundation

The Rideau Valley Conservation Foundation is a registered charity working to help protect and conserve the lands and waters of the valley of the Rideau River in Eastern Ontario.

The Rideau Valley Conservation Foundation was one of the charities to benefit from funds raised through the 50.50 draw and tee to green game, during the August 31<sup>st</sup>,2015 golf tournament that took place at the Kanata Golf & Country Club.

The foundation received a cheque in the amount of \$1,210.00.

#### **Community Outreach Committee**

The MPI Ottawa Chapter Community Outreach and Corporate Social Responsibility Committee is an outstanding, hard-working, dedicated group of individuals who work as a team to accomplish great things. They are ambassadors not only for MPI Ottawa, but for our industry as a whole. Thank You!

Riccarda Galioto – AMMI Canada (Director)

Julie Berube – Casino du Lac Leamy et Casino de Mont-Tremblant

Melanie Corbin – Altiflic Hotels

Marc Forgette – London Tourism

Allison Garrod – National Judicial Institute  
Cindy Gascon – Fairmont Hotels ~ Quebec Resorts  
Patricia Gougeon – Canadian Construction Association  
Rose-Marie Guerra – Justice Canada  
Brian Henry – Quality Entertainment  
Andrew Horsfield – Lord Elgin Hotel  
Sarah Landry – The Ottawa Hospital Foundation  
Ryan Latimer – Scotiabank Convention Centre  
Lisa Levia – National Arts Centre  
Kristina McNamara – Fairmont Chateau Laurier  
Lola Meakin – Oh Lola Events Management  
Diane Mongrain – Canadian Museum of Nature  
Rebecca Narr – CorporateStays.com  
Alison Peverley – Canadian Pharmacists Association  
Liette Philippe – Liette P Meeting Planning Services  
Cassidy Rogers – Graduated Student  
Corey Solomon – BBW Canada  
Chantal Montpetit – Canadian Construction Association  
Chantal Mercier – Natural Sciences and Engineering Research Council of Canada  
Andrea Pinsent-Martineau – Canadian Association of Schools of Nursing  
Andrea Wagner – Planner at Large

## **PUBLICATIONS COMMITTEE**

### ***Lydia Blanchard, Director***

For the 2015/2016 year, the Publications Committee was responsible for transitioning the Chapter's printed newsletter (Communique) to an online communications forum (Conventus). The mandate of the Conventus was to provide event promotion and coverage, news, advertising, member announcements, and articles of interest in service to our membership and to our industry as a whole. It was the committee's goal to use the Conventus content to inform, promote, market, instruct and increase our Chapter's reach within the meetings industry across the country and across the globe. The Publications Committee also manages the Chapter's social media channels (Facebook, Twitter, LinkedIn, Pinterest, and Instagram) designed to promote community and encourage engagement.

### **2015/2016 Highlights/Accomplishments:**

- Assisted Jennifer McAndrew, VP Communications in working with Baytek to successfully launch Phase 1 of the new redesigned version of the MPI Ottawa Chapter website ([www.mpiottawa.ca](http://www.mpiottawa.ca)). Phase 2 is scheduled to launch in Fall 2016.
- Successfully published 147 Conventus articles between September 1, 2015 – June 30, 2016, each reporting on all MPI Ottawa events, as well as featuring stories of unique/innovative event strategies, industry news, membership benefits, great educational content, and meetings industry-related topics.
- Continued to increase engagement and reach (followers, members, likes, shares, etc.) on the Chapter's social media accounts (Facebook, Twitter, LinkedIn, Pinterest, and Instagram) via a variety of pictures, announcements, industry related articles, and MPI related promotions.
- Fulfilled all advertising obligations for Gold, Platinum, and Diamond event sponsors.



- We worked with Applecrate Inc. for website and directory advertising sales, as well as the design/printing of the Chapter membership directory.
- Launched a new revenue source through Applecrate Inc. by selling Conventus Advertorials (i.e. paid content in the form of Conventus articles).
- Worked with Denis Drever Photography to ensure professional quality event coverage, and developed a guide for how to utilize Chapter photos throughout social media, on the Chapter website, and in any external marketing related initiatives.
- Assisted in the marketing and promotion of all MPI Ottawa Chapter events in order to maximize registration, provide proper sponsorship exposure & recognition, and inform members of networking & educational opportunities.
- Successfully maintained, and continued to develop an engaged committee, including proof-readers, article writers, event coverage reporters, sponsor advertisements, photo coordination, website coordination, and a lead for each social media outlet.
- Created a new set of standard operating procedures for each role on the Publications Committee in order to streamline and define the new roles required for the newly developed communications structure.
- Worked with the Chapter's student liaison to increase engagement and learning for the Chapter's student members through a monthly series of Conventus articles.
- Continued to develop on our 2015/2016 marketing calendar that includes dates for emails, online content posts and social media outputs with content overview.
- We are in the process of developing a formal social media and marketing strategy for internal and external Chapter communications. (With the goal of completion and implementation by Fall 2016.)

#### **2015/2016 Publications Committee Members:**

Jennifer McAndrew – Mastermind Events Inc. (VP, Communications)

Lydia Blanchard – NAV CENTRE (Director, Publications)

Doreen Ashton-Wagner – Greenfield Services Inc.

Cynthia Beaudin – Canada Foundation for Innovation

Jean-Guy Brunet – Applecrate Inc.

Vladimir Gorodkov – Wine Extreme/Wines of South Africa

Andrew Horsfield – Lord Elgin Hotel

Melanie Hudson – National Association of Federal Retirees

Laurence Lavallee – Canadian Meat Council

Jasmine Leese – Brookstreet Hotel

Rozanne Lyons, CMP – Intertask Conferences

John-Michael Maharaj – Allante Airport Transportation Services

Janette Rached, CMP – Certified Event Manager

Monique Racine – Universities Canada

Alicia Roachford Brathwaite – Brafford Media & Technologies Group Inc.

Denise Rollin – NSERC

Sarah Rowe – iSi Live

Martha Tobin – Staples Promotional Products Canada

Violeta Ugarte – Meetings + Conventions Calgary

## EDUCATION

### *Alyssa Lancefield, Vice-President*

The Vice-President of Education is responsible for two committees, Education Events and Strategic Education. In the 2015-2016 Program Year, the committees were led by Patrick Kilvert (Education Programming) and Sandra Leslie (Strategic Education).

This year we saw a restructuring of the Education Programming Committee as it was split from networking events and shifted to focus on solely the Education portfolio. This shift had its challenges, but ultimately Patrick and the Education Events Committee were able to produce multiple free Lunch and Learn type sessions and 4 signature education events with innovative content and formats. This progress will be built on for the 2016-2017 Program Year with new leadership in Ryan Latimer and a well-established committee of experienced MPI volunteers.

The Strategic Education Committee, led by Sandra Leslie, made leaps and bounds this year with the CMP study program, the CMP boot camp and another highly successful NMID event. NMID saw a transition to a global event, led by MPI International. The announcement was made at the 2016 NMID and, henceforth, NMID will be referred to as GMID (Global Meetings Industry Day).

The 2016-2017 year will see Sandra Leslie move into the Vice President, Education portfolio, Ryan Latimer as Director of Education Programming and Francine St. Martin as Director of Strategic Education.

## EDUCATION EVENTS COMMITTEE

### *Patrick Kilvert, Director*

The Education Committee had a fantastic year of growth as we introduced the new board structure. To further align our focus on the education for our members, we strategically split the programming and education committee into two separate groups that work specifically on either networking or education events. With the recruitment of new volunteers, the education committee grew and were focused on delivering new/relevant education topics in a fresh and creative way.

### **Highlights**

- Introduction of a critical path for our education programs that allowed us to keep the committees better on track and focused on the tasks to be completed. The process of introducing this document did take some time and still requires some tweaking to be most effective to the committee members.
- October 2015 program – For the first education session of our calendar year, we had Matt Tenny deliver a high level discussion on Mindfulness Training and its potential benefits. The committee wanted to bring in a well-known/high level speaker to start our year off to set the tone for the direction it was going. In addition, we changed the format

and layout of the session to include a separate room for the welcome breakfast/networking and had the attendees relocate to another room for the presentation that was set up with high end event furniture. The program was very well received by the attendees and had very strong survey results.

- February 2016 Tech Day – The idea behind Tech Day 2016 was to deliver topics that related specifically to meetings and events technology. The format of the day included 3 keynote speakers and 10 Tech pods. Each speaker and pod had a topic that related to the events industry. The committee for this program did a fantastic job in delivering on this themed. Even though the survey results were very positive for this program, there was some feedback that will be taking into consideration for next year. Including, shorting the day and modifying the time of day it happens, allow for more hands on time with the tech pod presenters and offering other innovative ideas.
- April 2016 Unconference – The goal of the committee was to introduce a new education concept and in partnership with GMID, we held the chapters first Unconference. This program was hugely successful for the education committee with very positive survey results. It also scored the highest in satisfaction for the education events. The concept of the Unconference will be utilized in future education programs.
- June 2016 Joint MPI Chapter Education program – To keep with the idea of providing unique education offerings, the committee held the last education program on a train to Montreal. Once in Montreal, we did a joint education session with the Montreal MPI Chapter. The program went very well and received a lot of positive feedback. There was some feedback that will be taking into consideration for next year: The length of the day, overall cost and the delivery of the content on a moving train. There has been preliminary discussions with the Montreal Chapter of doing the reverse in 2017 and having their chapter join ours for a session.

Lunch and Learns – Historically these programs had seen a decline in number of attendees, mostly due to the topics being offered. A chair was specifically selected to only work on revamping the lunch and learn offerings and they are important member benefit. The committee had two main focuses for this year's programs. First was the topics being offered, by using past survey results and polling members at other events a list of topics was developed. This list was reviewed by committee and the topics were selected based on popularity and what could be well executed. The second component was to select different venues for the Lunch and Learns, the committee wanted to move away from using the speaker/presenter's office. There was a goal to use space not well known and the committee delivered by using venues that had never been used previously. Due these efforts (and many others) the Lunch and Learn program saw an increase in number of attendees from an average of 6-7 to 15-18 ppl. Also, there was a significant increase in the overall satisfaction of the attendees.

## STRATEGIC EDUCATION COMMITTEE

**Sandra Leslie, CMP-HC, Director**

### CMP Subcommittee

This is still a new committee and the goal for the 2015-2016 will be to define the goals and tasks for all facets as related to CMP such as: CMP promotion of the program as a whole, CMP networking events and the CMP Study Group and Bootcamp

### Highlights/Accomplishments

The major accomplishment of this committee was the first ever CMP Bootcamp led by Nathalie Tremblay, CMP from the Crowne Plaza, Gatineau and Paul Glover, CMP from AMMI. This 2-day review session included interactive and creative learning as well as a mock exam with 150 questions. It was well attended with 6 learners and was held at the Crowne Plaza Gatineau.

### NMID GMID Subcommittee

On April 14, 2016 we celebrated 25 years of National Meetings Industry day and embraced the 2<sup>nd</sup> annual Global Meetings Industry Day. NMID is now GMID.

100 events in more than 30 countries too place on all corners of the globe, showcasing the real power of meetings, events, conventions, exhibitions and more. The Prime Minister's office as well as the Ontario Premier's office issued proclamations highlighting the value of our industry.

The #GMID16 hashtag received almost 30 million impressions and was used in almost 2000 tweets on April 14<sup>th</sup> alone.

GMID will be championed by the Meetings Mean Business Coalition

<http://www.meetingsmeanbusiness.com/content/global-meetings-industry-day>



Our event was held at the Hilton Lac Leamy. We invited special guests Counselor Mme. Louise Boudrias from Gatineau and Mr. Jim Watson, Mayor of Ottawa. In addition, we presented the 2016 MPI Ottawa Chapter Influence Awarded to Ottawa Sports and Entertainment group for their revitalization of Landsdowne park.

The focus of the event was Improvisation and how this could be incorporated into your next event. Jessica Holmes and the local improv group Crush Improv preformed.

The members of this subcommittee are:

- Desmond Lomas
- Andrew Horsefield
- Francine St-Martin
- Francois Brunet
- Jessie Pierre
- Karen Wiersma
- Marie-Louise Doyle

## MEMBERSHIP

### *Chantel Beaupre, Vice-President*

The Vice-President, Membership is responsible for the Membership Committee and the Recognition and Awards Committee.

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## MEMBER EVENTS COMMITTEE

### *Nicole Jeffrey, Director*

This was an exciting year of transition for the Member Events Committee as it was the first year under the new board structure. The Programming and Education Committee split into two separate committees that work specifically on either networking or education events. The Member Programming Committee grew from 9 to 22 members and focused on 6 networking events throughout the year, providing members opportunities to reconnect and develop new relationships. This year's goal was to introduce new event concepts and refresh existing events.

### **This Year's Highlights**

- In partnership with the Member Care Committee the MPI DIY event series was launched. These informal events featured Ottawa restaurants or venues where participants could drop in, no registration required, and get to know their fellow members better in a relaxed environment.
- An event formally under the Community Outreach umbrella, Golf Day, switched to the Member Programming committee with a focus on networking. This popular event was held at Kanata Lakes and was hosted by Stuntman Stu.
- The September Kick off and AGM was hosted by the RA Centre and previewed the exciting things coming up in the year ahead, as well as premiered the launch of the new MPI Ottawa website. The event featured some a great Mexican theme and music.
- The November Tasting event built on the success of last year's small group tasting event and featured the delicious tastes of Hotel Indigo and Phi Bistro as well as sampling of local wine and beers.
- Hosted at the Westin Ottawa, the December Festive Dinner had two changes from last year. The event moved from a lunch to a dinner time slot as well as introduced a new event concept – the dine around. Between each course, guests would switch tables and have a chance to sit with new colleagues.
- Another new event format introduced this year was the March Tasting Tour. This small group event had guests on the move as after every course they would change to a

different restaurant. This new concept was very well received, and featured the delicious tastes of Restaurant 18, Mezzanotte, and finished with a sweet end in the Westboro Oh So Good dessert bar

- Capping off the year was the June Summer Bash and Volunteer Appreciation Event, which was held at the beautiful Britannia Yacht Club. Gorgeous weather and an outdoor terrace were a great way to enjoy the start of summer. We celebrated the accomplishments of all our volunteers with a Jeopardy-style quiz game to reflect on the year and introduce a little “gamification”. The swearing in of the 2016-2017 board ended the evening by looking to the year ahead.

### **Committee Members**

A talented committee of volunteers works to produce the events:

Brad Alford, ISI Global  
Rawan Alsayegh, Simply Décore Weddings and Events  
Alexie Arsenault, Canadian Public Health Association  
Julie Berube, Casino du Lac-Leamy  
Sukhee Chae, Energy and Mines and Canadian Clean Energy Conferences  
Ashley Craven, Federation for the Humanities and Social Sciences  
SharonFryer, Canadian Wind Energy Association  
Cindy Gascon, Fairmont Le Chateau Montebello  
Amelia Hagen, AFMC  
Brian Henry, Quality Entertainment  
Andrew Horsfield, Lord Elgin Hotel  
Sarah Landry, The Ottawa Hospital Foundation  
Ryan Latimer, Scotiabank Convention Centre  
Annie Leveillee, Tourisme Outaouais  
Heather Lockwood, HPL Events  
Kristina McNamara , Fairmont Chateau Laurier  
Rebecca Narr, Corporate Stays  
Liette Philippe, Liette P Meeting Planning Services  
Greg Plazek, The Westin Bayshore Vancouver  
Jessica Poon , Public Policy Institute  
Brad Statham, ClubLinks  
AndreaWagner

### **MEMBERSHIP CARE COMMITTEE**

***Karen Norris, Director***

#### **MEMBER CARE COMMITTEE**

In 2015, the Membership committee was divided into two committees; Member Events and Member Care. This was done to benefit the members by allowing a committee dedicated solely to the care of the membership which is separate from the events that are planned for the membership.

The objective of the Member Care committee is to attract new members and retain current members. Although one could argue that every MPI committee touches upon membership attraction and retention, however, there were specific initiatives that the Member Care committee undertook to achieve the goals set out in the 2015 annual report.

## **ACHIEVEMENTS/HIGHLIGHTS**

### **Ambassador Program/Mentoring**

The committee has continued to improve the Ambassador Program (launched in early 2015) and has a dedicated committee member; Andrea Wagner, responsible as the liaison between Ambassadors and the membership that requested ambassadors. The Ambassador program is available at every chapter event and the last few events before July resulted in more Ambassadors stepping forward than the membership needed. The program is not only used by new members but long time members who want to expand their network.

### **New Member Orientation**

The board originally came up with an idea to host a boot-camp for new members (a one-time event) however, the committee felt a legacy project would be better and allow access to more of the membership. Two committee members; Karen Norris and Meg LaPlante have begun working with a webinar company to produce pre-recorded webinars outlining the value of membership, upcoming events, volunteer and scholarship opportunities and more. Videos will be sent to new members as well as housed on the chapter website accessible to all members who require a refresher on membership benefits.

### **Increasing Student Awareness within Chapter**

The student sub-committee falls under the Member Care committee and continues to bring attention to the student members and student causes.

In June 2015, the committee received a new chair: Ashley Craven, a recent graduate and winner of the Rising Star award. The first time the committee has had a chair who was a recent graduate. The first time the committee has had a chair who was a recent student.

The committee continues to write monthly articles for the chapter newsletter entitled "The Students Corner" focussing on student issues and sharing information valuable to other students and MPI members.

In June 2015, the student sub-committee put together a proposal to the Board of Directors to reinstate the 'Student of the Year' Prix Prestige Awards Gala after it was removed in 2014. The award was given out at the 2016 Prix Prestige Awards Gala. The students are working closely with President Ryan Young on a large project that will be shared with the membership to demonstrate ROI on membership. Students represented the chapter at Tete at Tete in January 2015 at the MPI Ottawa booth.

The student sub-committee also made two visits (one in Fall 2015, one in Winter 2016) to Algonquin College to visit the Event Management students to promote the value of MPI membership.

### **Biennial Chapter Membership Survey**

The biennial membership survey had a 28% response rate which was 2% lower than in 2014 when it was last released. In 2014, the areas of focus that the survey pointed to were: **Website**, **Communications**, and **Educational Events**.

The website was completely overhauled with the help of a new company, and the 34% of the respondent membership reported that they would change nothing about the website. 80% of the respondents consult the MPI website either daily, weekly or monthly. 70% of the respondents always read or frequently read the MPI express. 88% of the respondents enjoy the frequently of the MPI Express and 93% of the respondents like the length of the MPI Express.

In 2014, the membership stated they wanted to hear more from the Board about projects and structure. In 2015, articles featuring the Board members ran in Conventus. There was a personal angle on the member themselves but also a strong focus on the projects that Board Member was working on.

In 2014, the membership wanted topics that would interest both planners and suppliers as well as using unique locations and keeping costs low. In the 2015-2016 year, the chapter offered educational events featuring highly-respected public speakers as well as member-generated content which occurred through the "Unconference" at NMID. Unique venues such as restaurants and a VIA train to Montreal were used which pleased the membership.

The Member Care committee reviewed the results from the 2016 survey and can firstly report that the membership is pleased with the work and approachability of the Board with 98% of respondents reporting that the board is doing a "good job". Secondly, 94% of the membership that responded is pleased with the charity work the chapter is affiliated with. Finally, the membership is very pleased with our communications specifically Conventus and MPI Express. 70% of the respondents "always" read Conventus or "frequently" read it.

The Member Care committee identified areas of focus for the 2016-2017 year; the possibility of implementing a "Buy MPI" program, better promotion of the volunteer opportunities within the chapter and improved promotion of membership ROI.

### **DIY MPI**

In Fall 2015, the committee launched DIY MPI (Do it Yourself MPI) which allows members to get together in local venues after hours for free without registration, without presentations, without sales pressure to discuss work or discuss play. They occur every 2 months and the membership is asked to choose (via a Facebook poll) the location from three venue options. In the past year there have been four DIY MPIs and each one grew in size with the exception of April 2016 which did not due to lack of promotion on social media. The June 2016 event drew 19 people with 5 students.

During the planning process, the student sub-committee always proposes potential dates to the Algonquin College event management students to ensure they will be available to attend.

DIY MPIs will continue to occur since there is little manpower and no financing required to host these events and "Networking" is one of the main reasons given as to why people join MPI Ottawa.

### **Monthly Membership Calls**

This is arguably the most important role the Member Care committee has and as a result is the only ongoing task the committee has. In Spring 2016, two members of the committee have redesigned the spreadsheet to capture the information gathered in monthly calls with delinquent members, cancelled members and new members. This information is shared by month on Basecamp allowing all committee members and Board members access to the information. The chapter secretariat gathers the information, analyses it and prepares trend documents for the Member Care committee. This information allows the committee members to be more strategic when they make their calls and why they make their calls.

### **Annual Membership Directory**

Another ongoing task for the committee specifically Greg Plazek who has lead the production of the directory for the last 4 years. According to the 2016 membership survey, 48% of the respondents believe the chapter should continue printing a directory with 7.5% of the membership using the directory daily or weekly and 31% of the respondents using the directory once a month. Again, Greg used Jean-Guy from Applecrate for the advertising and production of the directory and the in-kind sponsorship from Jean Guy is a very valuable relationship the chapter has and will continue to use for future directories.

### **Trade Show Booth**

In January 2016, the Member Care committee redesigned the trade show 'booth' that was currently used. The previous booth had no information, no chapter or global branding and no cohesive look. It was debuted at the January 2016 Tete a Tete show. The booth has the new MPI Ottawa branding, photos of signature events the chapter puts on and photos of some of the



chapter committees. This provides a more personal feel to the booth accurately reflecting the feel of the chapter itself. The website is also listed on the booth so members or potential members can visit it for more information.

### **MEMBER CARE COMMITTEE MEMBERS**

Our committee members have changed since the 2014-2015 year however we still remain at 9 members. In 2015, the Member Care committee gained 2 new members with Meg LaPlante and Andrea Wagner and in 2016 gained 3 new members with Orchid Brown, Jamie Brougham and Sarah Levitin. In 2015, the committee lost Nathalie Tremblay (she was overcommitted with volunteering), Kimberly Wilson (left her job at Novotel Hotel) and Martha Tobin (followed her MPI bucks to the Recognition Committee). In 2016 lost Maryse Morin (due to studying for her CMP) and Louise Gervais (who took on a Board position in July).

A sincere thanks to our current members who work tirelessly to ensure quality member care to the Ottawa Chapter membership.

Karen Norris, CMP

*Coaching Association of Canada*

Louise Gervais, CMP, CMM

*The Royal College of Physicians and Surgeons*

Barbara Outschoorn

*Direct Energy Centre/Allstream Centre, Toronto*

Greg Plazek

*Westin Bayshore, Vancouver*

Meg LaPlante

*National Judicial Institute*

Ashley Craven

*Federation for the Humanities and Social Sciences*

Andrea Wagner

Amelia Zaglul

*Andaz Ottawa*

The Member Care committee has fused together very well and every member with the exception of two have had at least 1 year of experience on the committee and therefore familiar with our objectives and comfortable in their roles.

The 2016-2017 year will bring exciting changes to the membership with a streamlined focus on the member 'experience' through open communication between the membership and the board and tangible ROI. The Member Care committee will become more strategic as opposed to task oriented.

### **RECOGNITION AND AWARDS COMMITTEE**

***Scott Ventresca, Director***

The 2016 Annual Awards Gala was definitely a huge success this past year. Under new direction, Scott Ventresca placed new energy and creativity into the new look of the annual awards. With a 14-member volunteer committee and 1 Committee Chair the Awards Gala was sold out at 300 attendees on May 18, 2016.

On top of this the Gala was able to secure record numbers of sponsorships compared to previous years. Overall revenues compared to projections nearly doubled as a result of the combined sponsorship and effective cost savings managed closely by Scott and his committee.

The theme was simply the Awards themselves and a focus on our industries nominees and winners was top of mind when planning this event. By splitting the awards portion from the formal dinner (the first time ever that this concept was done) was a huge success and received very positive feedback in the survey results after the event.

Our focus for next year's Gala is to continue with this concept and secure more sponsorship than in previous years. We will continue to CAP this event at 300 attendees and build on the momentum that this is a must attend event each year for the chapter and its members. We will also revamp the nomination process and make it more technology friendly moving forward. This will simplify the process and drive more people to nominate a chapter member for their outstanding work and efforts.

We have a committee already signed up and will remain at 15 total volunteers for next year's Gala. Service Pins will be awarded to chapter members prior to the awards Gala the same evening as the Gala at a private reception beforehand.

# THE 2015 ANNUAL GENERAL MEETING

## MINUTES OF THE 2015 ANNUAL GENERAL MEETING

Thursday, September 17<sup>th</sup>, 2015

17:30 – 18:30

The RA Centre, Ottawa, ON

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Members of the MPI OTTAWA CHAPTER in attendance and eligible to vote:

Angelita Aboukassam, Kristen Abraham, Rawan Alsayegh, Christina Amos, Robin Andrew, Rosemary Ashlie, Doreen Ashton Wagner, Brent Beatty, Lydia Blanchard, Jacqueline Bresee, Francois Brunet, Jean-Guy Brunet, Larissa Cerskus, Katherine Craig, Ashley Craven, Dora Dalietos, Lauren DeBruyn, Heather Dow, Jacques Drury, David Dugas, Marc Forgette, Diane Fowles, Jill Garner, Cindy Gascon, Louise Gervais, Natalie Glofcheskie, Rose-Marie Guerra, Diana Helferty, Jennifer Holly, Andrew Horsfield, Melanie Hudson, Alison Hunter, Nicole Jeffrey, Darlene Kelly-Stewart, Patrick Kilvert, Alyssa Lancefield, Meg LaPlante, Ryan Latimer, Sandra Leslie, Heather Lockwood, Rozanne Lyons, Janet Maslin, Stephanie Maurice, Jennifer McAndrew, Diane Mongrain, Maryse Morin, Kim Morissette, Karen Norris, Gaye O'Bertos, Phil Paré, Andrea Pinsent-Martineau, Greg Plazek, Jess Poon, Alicia Roachford Braithwaite, Cassidy Rogers, Carole Saad, Julia Scaringi, Nicolaas Sont, Lisa Stinson, Francine St-Martin, Martha Tobin, Rebecca Trafford, Nathalie Tremblay, David Tubbe, Rosemary Vaughan, Scott Ventresca, Marc Vinet, Nini Wang, Ryan Young

1. CALL TO ORDER: David Dugas, President, called the meeting to order at 17:38.
2. ESTABLISHMENT OF QUORUM: David Dugas, President, called upon Larissa Cerskus, Chapter Association Manager, to determine if a quorum was present. Larissa indicated that a quorum existed. Jennifer Holly, the Immediate Past-President was then called to the podium to Chair the proceedings.
3. ACCEPTANCE OF THE AGENDA: It was moved by Scott Ventresca and seconded by Martha Tobin to accept the agenda as circulated. Carried.
4. APPROVAL OF THE 2014 ANNUAL GENERAL MEETING MINUTES: It was moved by Andrew Horsfield and seconded by Marc Forgette to approve the minutes of the 2014 Annual General Meeting. Carried.
5. AUDITED FINANCIAL STATEMENTS: Ryan Young, Outgoing Vice President of Finance, moved to dispense with the reading of the 2014-2015 financial statements of MPI Ottawa and the Auditors' Report thereon for the period ending June 30th 2015, prepared and signed by the accounting firm Parker Prins Lebano, and to accept them as circulated. It was seconded by Patrick Kilvert. Ryan spoke to the motion and presented a summarized overview of the Chapter's finances for the general membership. A vote was then called and the motion carried.
6. PRESENTATION OF THE ANNUAL REPORT: It was moved by Darlene Kelly-Stewart and seconded by Alyssa Lancefield to accept the 2014-2015 Annual Report as circulated. Jennifer Holly spoke to the motion and presented a summary of the Chapter's activities for the year to the assembly. A vote was then called and the motion carried.
7. MPI GLOBAL BYLAW CHANGES  
Ryan Young presented to the membership and overview of the changes to the MPI Global by-laws.
8. ADJOURNMENT: It was moved by Cindy Gascon and seconded by Greg Plazek to adjourn the meeting. Carried. Meeting adjourned at 18:23.

## LEGACY OF DEDICATION

### Past Presidents' Honour Roll (1984-2015)

1984-1985	Robert (Bob) Davis
1985-1986	Linda Teteruk
1986-1987	W.G. (Bill) Corcoran
1987-1988	Joy MacPherson
1988-1990	Nola Wade, CAE (deceased)
1990-1991	Susanne Fletcher
1991-1992	Anna Lee Chabot, CMP
1992-1993	Sharyon F. Smith
1993-1994	Joan Rondeau (deceased)
1994-1995	Patti Mordasewicz, CMP
1995-1996	Una Folkson Singh, CMM
1996-1997	Mariann Canning
1997-1998	Janet Finlayson, CMP
1998-1999	Mary-Lynn Campbell
1999-2000	Cynthia Connelly, CMP
2000	Michelle Gravelle, CMP
2000-2002	Ellyn Holzman, CMP
2002-2003	Chuck Schouwerwou, CMP
2003-2004	Louise Gervais, CMP
2004-2005	Ann Dow
2005-2006	Jacques Drury, CMP
2006-2007	Doreen Ashton Wagner
2007-2008	Darlene Kelly-Stewart
2008-2009	François Brunet
2009-2010	Marye Ménard-Bos, CMP, CMM
2010-2011	Carole Saad, CMP
2011-2012	Markus Fisher
2012-2013	Lira Buschman, CMP
2013-2014	Marie-Louise Doyle
2014-2015	Jennifer Holly