



2016/2017

ANNUAL REPORT

**Presented at the
Annual General Meeting
September 14, 2017**

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2016-17 BUSINESS PLAN

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.

Connect industry professionals together to learn best practices, build relationships and enhance business opportunities.

Strategic Imperatives

Build a Great Organization - Create a remarkable culture and structure

Evolve from Association to Global Community - Deploy programs, knowledge platforms and brand architecture to align with vision

Reinvent Business Relationship with Chapters - Invest in Chapters to create channel partnerships around community results

Elevate the Member Conversation and Experience - Elevate programs and services to a higher level of experience and business return

Basic Data & History

Name of Chapter: Meeting Professionals International (MPI) Ottawa Chapter
Status/Incorporation: April 8, 1992 (Canada)
Office: 4 Cataraqui Street, Suite 310, Kingston, ON, K7K 1Z7
Head Office: MPI Headquarters, Dallas, Texas, USA

Meeting Professionals International (MPI), the meeting and event industry's most vibrant global community, helps its members thrive by providing human connections to knowledge and ideas, relationships, and marketplaces. MPI membership is comprised of more than 18,500 members belonging to 70 Chapters and clubs worldwide. The 300+ member Ottawa Chapter of MPI, established in 1984, empowers its members to increase their strategic value with education, professional development, and business growth opportunities. For more information, visit www.mpiottawa.ca.

2016-2017 Executive Summary

Our Chapter has a diverse team of board members from different business areas and their professional skills will help to increase MPI awareness among wider audience. Our retention rate is very good and we will focus on creating and enhancing value to our membership by listening, offering unique educational sessions, creating a digital space where members can engage with each other and with the greater industry at large. We will also focus on new student and faculty members, members from public sector and a mentorship program geared to engage senior members of our Chapter.

Tools & Resources

Our Chapter resources consist of funding, time & talent of our volunteers, and MPI resources.

Funding: Our Chapter has estimated revenues of \$350,000CAD to fund Chapter activities this year (See 2016-2017 Budget).

Time & Talent: Our Chapter has over 100 volunteers, who - on average - can devote 10 hours per week to our Chapter. In addition to the volunteers, we have a number active Past-Presidents who provide input and advise whenever requested.

MPI Resources: Our Chapter will make full use of the tools and assistance provided by headquarters, including:

- Chapter Business Manager
- Chapter Leaders Webpage
- Content & Speaker Database
- Chapter Business Summit and/or Chapter Leaders Forum at WEC
- Membership Directory
- Webinars
- Past Presidents

Monitoring and Evaluation Tools: To ensure that we accomplish our plans and remain committed to our objectives, we will:

- Monitor our progress against the new Chapter business metrics on a quarterly basis
- Review our Business Plan as part of our monthly board reports to ensure progress against our objectives and action items
- Review our budget at each board meeting
- Perform an evaluation of our education programs with a post-event survey for each program
- Perform a Chapter needs assessment on an annual basis

Products and Services:

- Educational sessions
- Networking/social events
- Fundraising events
- CMP Study Group
- CMP Bootcamp
- Complimentary “Lunch & Learn” discussions for Chapter members
- New “Tasting Tour” event for Chapter members
- Partnership/sponsorship opportunities
- Website advertising opportunities
- Chapter Membership Directory
- MPI Ottawa website
- MPI Conventus
- Career and resume postings (via member-only website section)
- RFP postings (via member-only website section)

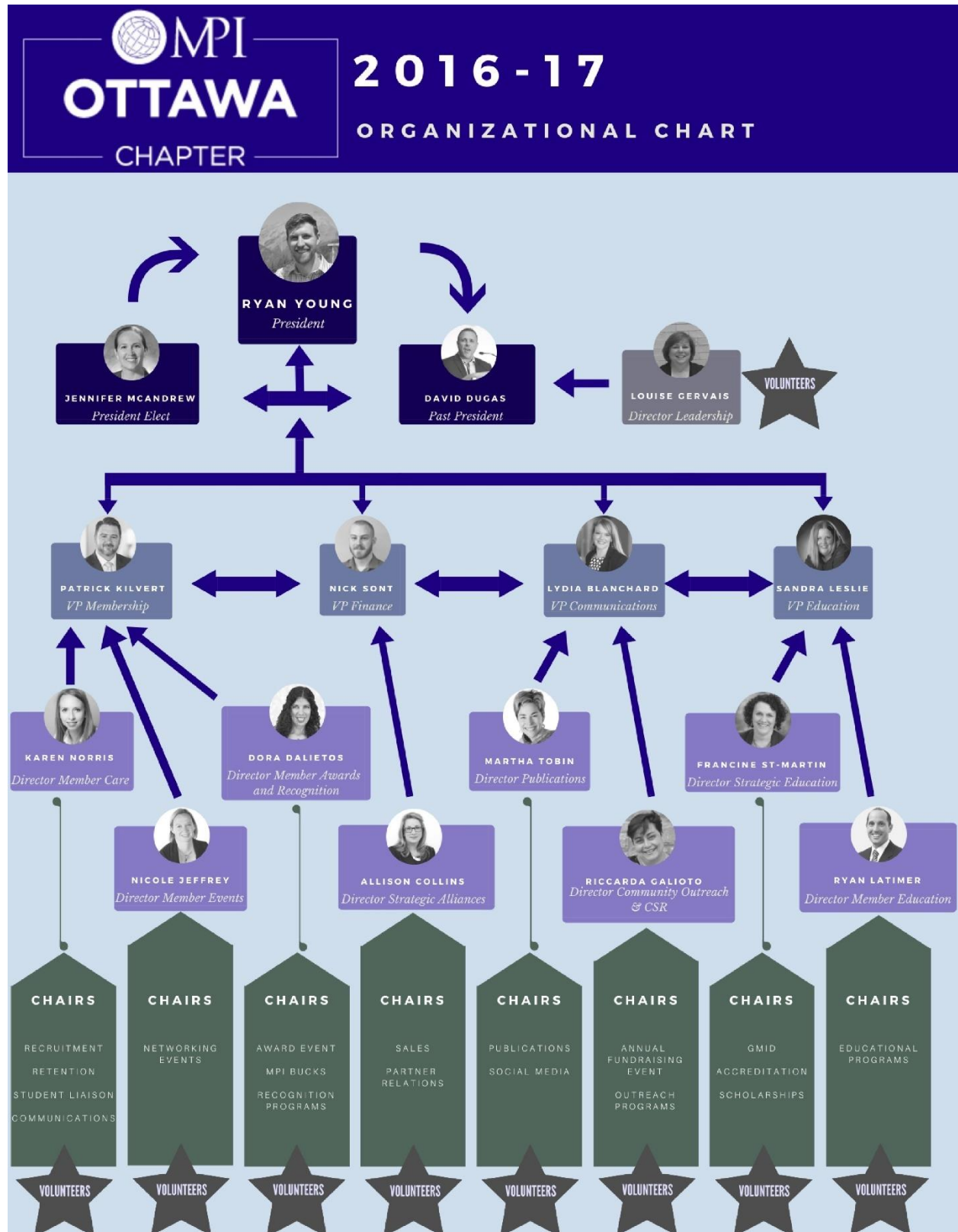
- Social Media (Twitter, Facebook, LinkedIn...)
- Collaboration and best practice sharing with other Chapters
- Collaboration with other industry organizations

Goals & Objectives:

1. Position our educational events as the "must attend" industry events in Ottawa.
2. Increase membership satisfaction and provide members with a more apparent return on investment, including new member benefits.
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 more comprehensive mentorship program.
5. Provide professional development opportunities for members.
6. Enhance external awareness of Global Meetings Industry Day (GMID).
7. Raise the profile of the Chapter's recipient charities (internal and external).
8. Capitalize on internal and external marketing opportunities for the Chapter.
9. Develop analytics on our Chapter membership and events to help enhance the marketing strategy.
10. Increase member engagement.
11. Increase student awareness within the Chapter.
12. Enhance member awareness of MPI Global educational support programs
13. Enhance member awareness of MPI Foundations' scholarships and grants.

BOARD OF DIRECTORS

Organizational Structure



2016-17 Board of Directors

First Name	Last Name	Position
Lydia	Blanchard	Vice President, Communications
Allison	Collins	Director, Strategic Alliances
Dora	Dalietos	Director, Member Awards & Recognition (Jan 2017- Jun 2017)
David	Dugas	Immediate Past-President
Riccarda	Galioto	Director, Community Outreach & Corporate Social Responsibility
Louise	Gervais	Director, Leadership
Nicole	Jeffrey	Director, Member Programming
Patrick	Kilvert	Vice President, Membership
Ryan	Latimer	Director, Member Education
Sandra	Leslie	Vice President, Education
Jennifer	McAndrew	President Elect
Karen	Norris	Director, Member Care
Nick	Sont	Vice President, Finance
Francine	St. Martin	Director, Strategic Education
Martha	Tobin	Director, Publications
Scott	Ventresca	Director, Member Awards & Recognition (Jul 2016 – Dec 2017)
Ryan	Young	President

PRESIDENT'S MESSAGE

RYAN YOUNG, PRESIDENT

One Community, Endless Possibilities. After a year at the helm of the MPI Ottawa Chapter, the tagline I opened the year with remains as relevant now as it did then. Throughout the 2016-17 year, our members experienced the power of our community across our various educational and networking events. Most notably at our two signature events – the Charity Auction Dinner and the Prix Prestige Awards Gala – where collectively over 1000 MPI strong gathered together to not only support each other but also give back to the local community. The years' monthly events were guided by a purposeful effort to experiment with new formats and host venues that were outside the proverbial box, with the goal of creating new possibilities for attendees; all while keeping networking at the core, because that ultimately is why MPI is so successful.

Reflecting back on our 2016-17 year, I applaud the efforts of our entire Board and all of our amazing committee volunteers. Collectively, we pushed the envelope and tried some unique event formats (GMID: Campfire Stories, Event Canvas demo, Innovation Day, Jazzy June), experimented with new venues (All Saints, Tasting Tour, Orange Art Gallery, Jazz Festival), and continued to grow our signature events mentioned above. All while expanding our local MPI membership and maintaining over 35% member volunteer engagement, which I might add is the envy for the majority of MPI Chapters across the globe.

Outside our events, our Communications team worked diligently to enhance our Chapter [website](#) and completed phase 2 of the redesign. Phase 2 features a member's only area which includes a marketplace and member directory, both of which are intended to increase member value and help members connect beyond the actual events themselves.

Year 2 for our online [Conventus](#) saw our Publications team produce 175 articles, which covered all sorts of topics related to the events industry and personal development, some of which were shared by other like industry groups, both nationally and internationally. Our revamped social media plan ensured our message was being heard across all channels maximizing our Chapter's marketing reach.

On top of the local achievements, MPI Ottawa is also venturing into new waters to help grow our Chapter, and ultimately the meetings industry as a whole. For the first time in Canadian history, three MPI Chapters (Toronto, Montreal & Quebec, and Ottawa) have collaborated to bring their communities together to experience a creative new event initiative, simply dubbed the EVENT. The inaugural event will utilize various peer to peer learning techniques and technology, creative meeting room designs, tried and true and new session formats, all with the intent of encouraging participants to collaborate with industry peers, cultivate new ideas, and elevate the meeting industry as a whole.

Moving forward, our 2017-18 Board of Directors, over half of whom are new to their positions, will continue to build off the momentum gained this year. Under the leadership of Jennifer McAndrew, our Chapter has a bright future ahead.

Thank you for a great year MPI Ottawa; it was an honour to serve as your 2016-17 President.



Ryan Young
MPI Ottawa President 2016-17

PRESIDENT ELECT'S MESSAGE

JENNIFER MCANDREW, PRESIDENT ELECT

This Annual Report marks the wrap-up of the 2016-17 year, which means Ryan Young will be stepping into the Past President's role. His passion for innovation and creativity will continue to move our Chapter forward and strengthen our contribution to the meetings and events industry. Over the coming year, Ryan will continue to lead the charge in bringing the EVENT to Ottawa in the April 2018. This event will highlight the collaboration and partnerships between our Chapter and MPI Toronto and MPI Montreal-Quebec. Ryan has been a key component of this event and I know that it will quickly become a signature event for our Chapter.

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.

During the 2016-17 year, our local Chapter benefitted directly from the programs and grants offered by the MPI Foundation. In November, we were the recipient of the FMAV grant to put on the Event Canvas education session which was well received by both our planner and supplier members. Throughout the course of the year, members from the Ottawa Chapter have received 9 grants and scholarships including, MPI memberships, scholarships to attend WEC, and scholarships to enhance their careers with professional designations. The total awarded to our Chapter from the foundation is over \$9,000.

In March, we hosted our bowling evening at Merivale Bowling Lanes in support of the Chairman's Challenge and, along with our ongoing partnership with Rent Frock Repeat, we have donated over \$1,000 to the Foundation, of which 25% will be coming back directly to our Chapter. We look forward to growing our support of the Foundation and their initiatives in the coming program year with incoming President-Elect, Greg Plazek.

After reviewing the Foundation's [2016 Annual Impact Report](#), there continues to be impressive growth in their numbers and transparency in where the funds are distributed, all with a clear focus on "securing tomorrow by strengthening today".

- 52 MPI Chapter Grants Awarded (49% increase over 2015)
- 268 total scholarships awarded (17% increase over 2015)
- \$859K distributed for grants, scholarships, and industry research
- 12.9% of the funds raised by the Foundation come from Canada (yet we have full access to the grants and scholarships offered)

PAST PRESIDENT'S MESSAGE

DAVID DUGAS, PAST PRESIDENT

2016-2017 saw a large transition of Board members. As Immediate Past President, my primary role was to chair the Governance and Nominations Committee which is tasked with sourcing, interviewing and selecting board members for the subsequent fiscal year. This year, we managed the appointment of a very high number of new individuals and/or roles including:

- President Elect
- Vice President Membership
- Director of Member Care
- Director of Awards and Recognition
- Director of Member Programming
- Director of Community Outreach and CSR
- Director of Publications
- Director of Strategic Alliances
- Vice President Finance
- Director of Education Programs
- Vice President Communications

In fact, remaining on the Board and not requiring interview and appointment were just; two positions in the Presidents' Office, the Director of Strategic Education, the Vice President Education and the Director of Leadership. This may represent one of the biggest board transitions in MPI Ottawa's history. The Governance and Nominations Committee was well supported with volunteers to assist in this process including Louise Gervais, Ryan Young, Jennifer McAndrew and, representing the Members-at-Large, Heather Lockwood.

The Governance and Nominations Committee is extremely confident in the 2017-2018 Board, headed by president Jennifer McAndrew. A complete list of board members can be viewed here:

<http://mpiottawa.ca/about/board-of-directors/>

The new Board represents a combination of youth and experience and a dedicated group of MPI volunteers which contributes to the confidence level the Nominations Committee has of the success going forward.

Other tasks undertaken during this year included a review of the Chapter's Policy Manual with recommendations forwarded to Incoming Past President, Ryan Young as well as support to the Office of the President's and Communications Portfolio in various capacities throughout the course of the year. A complete organization chart of MPI Ottawa's organizational structure (see page 5) was also created for the benefit of the Board to manage volunteer responsibilities and succession.

It has been a sincere pleasure to serve and contribute to the success of the MPI Ottawa Chapter. As this is my last communication as a Board member, it is very reassuring to see the continued contributions of the MPI Ottawa Board to the success of what is already a tremendously engaged and prosperous Chapter.

LEADERSHIP

LOUISE GERVAIS, CMP, CMM, DIRECTOR

The Director of Leadership provides guidance and mentorship to the leadership of the Chapter. This is done by being a sounding board and providing advice as appropriate. While working closely with the Presidents' Office, the Director of Leadership supports the Immediate Past President with succession planning, reviewing by-laws and policies and procedures. This Chapter is committed to identifying leaders within its membership and adhering to its obligations and responsibilities, while meeting the needs of this ever changing industry.

In addition, the role works with the committee directors to ensure an appropriate match between volunteers and committee requirements. This past year, 54 new volunteer applications were received and processed from July 1, 2016 to June 30, 2017. The Ottawa Chapter is recognized globally because of its very active membership averaging around 109 volunteers throughout the year. This represents over one-third of the Chapter's membership.

A volunteer survey was distributed in the spring, where a 32% volunteer response rate was achieved. Based on the survey results, 77% of those who responded indicated that they have volunteered on committees for multiple years. The key reasons cited for volunteering for the Ottawa Chapter included engagement and contributing to the success of the Chapter, networking opportunities, and contributing skills and learning new skills.

This year, there was a special focus on tactics to better service our volunteers and committees. Taking the time to connect and discuss the application with the potential volunteer and working with committee directors to understand the specific needs of the committees, helped facilitate this process more strategically.

While much of the information about volunteering opportunities for the Chapter is available on the website, it was decided to develop a volunteer guide for easy reference. This volunteer guide will be available this fall. We will continue to strive to work on strategies to help facilitate both volunteers' and committees' needs, which ultimately contributes the success of the Chapter and its membership.

FINANCE

NICOLAAS SONT, VICE PRESIDENT

The 2016/2017 fiscal year aimed to continue the trend of spending some of the surplus/reserves held by the chapter. The financial objectives for the year were kept simple and to a minimum. These objectives were met as follows:

1. The annual budget template used by the chapter for the annual budget submission to MPI Global each year was updated as per financial objective 5.1, which sought to create a more standardized budget process. Each line item in the budget was given a description of what that revenue/expense was and how the final budgeted number was reached. This also allows for better succession planning as future board members will have details on where spending occurs and why.
2. A review of the chapter investments was completed back in November of 2016 as per financial objective 5.2. Investments were kept structured the same as the previous financial year which saw an increase in revenue from chapter investments. This year continued the trend of bringing in more revenue from chapter investments that budgeted which helped to reduce the planned deficit.

The board also approved additional spending this year for the chapter website as well as additional small funds in other areas for smaller projects, mostly around the education portfolios.

Overall the board budgeted for a deficit this year of approximately \$28,000.00. The audited year end actual saw our bottom line come in with a deficit of approximately \$34,725.00. Annual expenses were approximately \$2,000.00 over what was budgeted. This doesn't take into consideration additional expenses which were approved by the board during the year, resulting in an overall savings in expenses. Revenue on the other hand did not meet expectations with \$375K expected but only \$343K achieved.

Moving into the future, the trend of spending chapter reserves has now come to an end with the closing of the 2016-2017 program year. The budget for 2017-2018 has the chapter moving back into the black and no longer budgeting for a deficit; effectively we are moving from a period of spending into a period of generating income for the chapter.

Financial Statements for the Year Ended June 30, 2017

MEETING PROFESSIONALS INTERNATIONAL
CANADA
OTTAWA CHAPTER

FINANCIAL STATEMENTS

JUNE 30, 2017

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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, 2017, 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, 2017, 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

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

Ottawa, Ontario
July 24, 2017

**MEETING PROFESSIONALS INTERNATIONAL CANADA -
OTTAWA CHAPTER**
STATEMENT OF FINANCIAL POSITION
AS AT JUNE 30, 2017

	<u>2017</u>	<u>2016</u>
ASSETS		
CURRENT		
Cash	\$ 36,840	\$ 7,680
Guaranteed Investment Certificates - at cost (note 3)	-	25,799
Term deposit (note 4)	25,000	-
Short-term investments (note 5)	27,643	50,000
Accounts receivable	9,257	18,140
Prepaid expenses	1,000	100
	<u>\$ 99,740</u>	<u>\$ 101,719</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	\$ 24,674	\$ 11,857
HST payable	4,417	-
Deferred revenue - Golf Day	3,050	3,008
Deferred revenue - Sponsorship	26,500	-
Deferred revenue - Advertising	-	11,030
	<u>58,641</u>	<u>25,895</u>
NET ASSETS		
Unrestricted	17,318	53,374
Internally restricted - Advance Education Fund (note 8)	23,781	22,450
	<u>41,099</u>	<u>75,824</u>
	<u>\$ 99,740</u>	<u>\$ 101,719</u>

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

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

STATEMENT OF CHANGES IN NET ASSETS FOR THE YEAR ENDED JUNE 30, 2017

	<u>2017</u>	<u>2016</u>
UNRESTRICTED NET ASSETS		
Balance, beginning of year	\$ 53,374	\$ 147,671
Deficiency of revenue over expenses	(34,725)	(71,847)
Transfer to internally restricted net assets	<u>(1,331)</u>	<u>(22,450)</u>
Balance, end of year	<u>\$ 17,318</u>	<u>\$ 53,374</u>
INTERNALLY RESTRICTED NET ASSETS - ADVANCE EDUCATION FUND (Note 8)		
Balance, beginning of year	\$ 22,450	\$ -
Transfer from unrestricted net assets	<u>1,331</u>	<u>22,450</u>
Balance, end of year	<u>\$ 23,781</u>	<u>\$ 22,450</u>

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

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

STATEMENT OF OPERATIONS FOR THE YEAR ENDED JUNE 30, 2017

	2017	2016
REVENUE		
Administration	\$ 1,235	\$ 313
Communications	48,942	27,487
Community outreach	118,606	109,464
Education events	21,020	31,121
Interest	3,700	4,090
Membership	4,528	6,000
Member events	56,835	54,417
Publications	-	1,000
Recognition and awards	65,854	63,016
Strategic education (GMID)	22,025	29,026
Strategic alliances	-	2,500
	<u>342,745</u>	<u>328,434</u>
EXPENSES		
Board of directors	24,055	40,224
Communications	19,914	18,915
Community outreach	98,358	85,468
Education events	21,942	48,816
Finance	12,452	8,830
Management fees and expenses	72,866	73,255
Membership	2,909	3,630
Member events	44,565	41,384
Publications	1,147	282
Recognition and awards	51,243	47,832
Strategic education (GMID)	28,019	30,145
Strategic alliances	-	1,500
	<u>377,470</u>	<u>400,281</u>
DEFICIENCY OF REVENUE OVER EXPENSES	<u>\$ (34,725)</u>	<u>\$ (71,847)</u>

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

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED JUNE 30, 2017

	<u>2017</u>	<u>2016</u>
CASH FLOWS OPERATING ACTIVITIES		
Deficiency of revenue over expenses	\$ (34,725)	\$ (71,847)
Net changes in non-cash items related to operations:		
Accounts receivable	8,883	(10,440)
Prepaid expenses	(900)	8,438
Accounts payable and accrued liabilities	12,817	(4,786)
Government remittances payable	4,417	(7,950)
Deferred revenue - Golf Day	42	1,082
Deferred revenue - Sponsorship	26,500	-
Deferred revenue - Advertising	(11,030)	11,030
	<u>6,004</u>	<u>(74,473)</u>
CASH FLOWS FROM (USED FOR) INVESTING ACTIVITIES		
Sale (purchase) of investments	<u>22,357</u>	<u>(50,000)</u>
INCREASE (DECREASE) IN CASH AND EQUIVALENTS	28,361	(124,473)
CASH AND EQUIVALENTS, BEGINNING OF YEAR	<u>33,479</u>	<u>157,952</u>
CASH AND EQUIVALENTS, END OF YEAR	<u><u>\$ 61,840</u></u>	<u><u>\$ 33,479</u></u>
Cash and equivalents is comprised of:		
Cash	\$ 36,840	\$ 7,680
Guaranteed Investment Certificates	-	25,799
Term deposit	<u>25,000</u>	<u>-</u>
	<u><u>\$ 61,840</u></u>	<u><u>\$ 33,479</u></u>

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

Notes to Financial Statements

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

NOTES TO THE FINANCIAL STATEMENTS JUNE 30, 2017

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 \$6,000.

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. The fair market value of GICs as at June 30, 2016 was \$25,815.

4. TERM DEPOSIT

Excess cash is held in a one-year term deposit with an interest rate of 0.400% and is recorded at cost, expiring on May 8, 2018. The fair market value of term deposit as at June 30, 2017 is \$25,902.

5. SHORT-TERM INVESTMENTS

Short-term investments in mutual funds, consisting of a TD Comfort Balanced Portfolio, are recorded at cost (fair market value 2017 - \$28,086, 2016 - \$49,499).

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

NOTES TO THE FINANCIAL STATEMENTS (continued)
JUNE 30, 2017

6. 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, 2016.

7. 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 \$64,800 and include the following payments over the next two years: 2018 \$64,800; 2019 \$5,400.

8. 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

ALLISON COLLINS, DIRECTOR

The 2016/2017 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 \$128,000 for the year we achieved \$127,250.

Having now worked with Events & Management Plus Inc. for a full year 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 have ensured 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.

Moving forward 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.

In 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 was the number of sponsors with speaking time during our signature events such as the Awards Gala and Charity Auction Dinner. Taking this into consideration we limited podium time to Platinum and Gold Level sponsors and the feedback was very positive. We have continued this strategy for the upcoming 2017/2018 year.

We look forward to another successful year ahead.

Committee Members

[Kim MacDonald, Federation of Medical Regulatory Authorities of Canada](#)

EDUCATION

SANDRA LESLIE, CMP-HC, VICE PRESIDENT

The Education Portfolio is split into two categories. The first is Strategic Education which encompasses GMID and the promotion of education for our members; including the CMP Study Program. This was led by the Director of Strategic Education: Francine St Martin.

The second is our education event offerings, of which we hosted several over the last fiscal year. This portfolio was led by Ryan Latimer.

Member Education

RYAN LATIMER, DIRECTOR

MPI Ottawa has a commitment to offer multiple education events each year. We try to vary the format, timing and location in order to offer a wide variety of opportunities for our diverse members. Here is a brief run-down of the educational events.

October Education Event: Hotel Contracts. This session was a “bread and butter” session and a useful review to all - especially to our planner and hotelier members. Successful hotel contracting is critical to the success of any program and its important to see there are two sides to each contract.

November Education Event: The Event Canvas. This was a new session for us and the result of our Chapter being awarded a scholarship (we thank FMAV and the MPI Foundation for this). The #EventCanvas is a strategic management template for developing new or documenting existing events and conference models. It's a visual chart with elements describing an event's promise, how it helps stakeholders to get their jobs done, resolving pains and creating gains within a set framework of commitment and expected return.

January Webinar on Social Media. This was a first for us again. We decided that January would be a welcome time to hunker down, stay in the office and do an on-line lunch and learn. We were also able to invite our friends from the MPI Montreal Chapter to attend as well. We had a great online turn out and this is something we plan to repeat in 2017-18.

Jazzy June Event: The Jazzy June Event was also a first for us. Joining up with the Member Events Committee we combined a Volunteer Appreciation event, with an educational event and networking thrown in there too. We heard from Sgt Roberts of the Ottawa Police who provided us with tips and guidelines on what to do when there is an event crisis or incident. Despite the soggy weather, a good time was had by all.

I think it is important to thank and to recognise all of the volunteers on the committees who helped to make these programs a success. It's a lot of work and is appreciated.

Committee Members

Christina Amos, Ottawa Tourism

Alexie Arsenault, Canadian Public Health Association

Katherine Craig, Greensmere Golf and Event Centre
Pamela Dinardo, Ottawa Conference and Event Centre
Theresa Ellwood, Security Industries
Sueann Hall, Canadian Housing & Renewal Association
Teddy Halmos, Independent Planner
Kimberly Hoy, Fun & Fancy Photography
Brianna Lavoy, Canadian College of Health Leaders
Rosemary Ly, Event Manager
Tricia Miltimore, Student, Algonquin College
Ina Nepomuceno, Student, Algonquin College
Erica Orecchio, RTG Special Events
Maureen Prebinski, DMP Consulting
Gosia Skrobutan, Student, Algonquin College
Joanne St-Pierre, Xpert Meeting Planning & Event Services
Karen Wiersma, Shaw Convention Centre

Strategic Education

FRANCINE ST-MARTIN, DIRECTOR

CMP Sub-Committee

The CMP Sub-Committee's goal for the 2016-2017 year was to promote the CMP program and revamp the CMP Study Group and Bootcamp.

Highlights/Accomplishments

The CMP Sub-Committee was led by Nathalie Tremblay, CMP from the Crowne Plaza, Gatineau and Paul Glover, CMP from the Association of Medical Microbiology and Infectious Disease Canada. The committee's major accomplishments were:

- Providing an information session on the CMP exam process. The Montreal Chapter was invited to participate for the first time.
- Revamping the CMP Study Group to an online format. Participants were provided with a study schedule, video presentations synched with PowerPoint presentations, as well as domain quizzes. Participants were able to exchange through the Basecamp platform and one face-to-face meeting was also held.
- Developing a mock exam for CMP Study Group participants.
- Producing a video outlining the CMP application process and what to expect from the Bootcamp.

There were ten participants in the Study Group. Two MPI members wrote the exam in May and passed.

The July 2017 Bootcamp was cancelled due to lack of registration. The Bootcamp will be offered again in the Fall of 2017 and in January 2018.

The members of this sub-committee are:

Nathalie Tremblay, CMP, Crowne Plaza Gatineau-Ottawa

Paul Glover, CMP, Association of Medical Microbiology and Infectious Disease (AMMI) Canada

Karen Norris, CMP, Canadian Association of General Surgeons
Christine Dubue, CMP
Claudia Urrutia, CMP, The Westin Hotel Ottawa
Anne Lamarche, CMP, International Actuarial Association
Emilie Lessard, CMP, National Judicial Institute

GMID Sub-Committee



On April 6, 2017, we celebrated Global Meetings Industry Day (GMID). The theme this year was **“Face-to-face No Matter the Place”**.

GMID brings together leaders from across the meetings and events industry to showcase the real impact that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on people, business and communities. Meeting professionals across the world participate in the international day of advocacy, with more than 120 events held across six continents in 2017.

The Prime Minister’s office as well as the Ontario Premier’s office issued proclamations highlight the value of our industry.

The #GMID17 hashtag received 40,000,000 impressions and was used in 10,123 tweets on April 6th alone.

Our event was held at the new Infinity Convention Centre. We invited the Mayor of Ottawa, Mr. Jim Watson. In addition, we presented the 2017 MPI Ottawa Chapter Influence Awarded to Ottawa Tourism for their leadership in bringing the One Young World event to Ottawa.

We offered afternoon and evening programming.

The afternoon program themed **“Campfire Stories: Lessons in Leadership”** included:

- A plenary session featuring our facilitator Stuart Knight, Award Winning Entrepreneur, Author and Producer
- The Marshmallow challenge with Rebecca Volk - Manager, Centre for Organizational Learning, Algonquin College
- A panel moderated by Stuart Knight including panelists:
 - Ross Meredith - General Manager, Westin Ottawa
 - Steven Beckta - Owner, Play Wine and Food, Gezellig and Beckta Restaurants
 - John Brooman - CEO, Dragon Boat Festival
 - Tanya Beimers - CFO, Beau’s Brewery
 - Katherine Presz - Coordinator, Conferences, Meetings and Events, Transportation Association of Canada
- Two breakout sessions offering participants a chance to have a fireside chat with one of the panelists
- A closing plenary with panelists facilitated by Stuart Knight

Learning outcomes for the afternoon program

1. By interacting with delegates, **learn** about team building exercises that foster creativity and trust in a learning environment.
2. **Learn** the skills required to build a contingency plan for effective event planning and management.
3. **Enhance** networking and learning skills by interacting with delegates in smaller groups to advance different styles of learning that can help in educational and social programming.

Face-o-Face, No Matter the Place was the theme for the evening and included a networking reception and dinner. Stuart Knight moderated a panel of industry leaders focusing on how event professionals are shaping the future of the local economy. Our panelists were:

Nathalie Carrier - Manager, Programming and Events, Ottawa 2017

Michael Crockatt - President and CEO, Ottawa Tourism

Pedro Antunes - Executive Director, Economic Outlook and Analysis, and Deputy Chief Economist, Conference Board of Canada

Learning outcomes for the evening program

- **Acquire knowledge** in relation to the economic impact of the meetings industry.
- **Further develop your understanding of** the importance of face-to-face meetings to build successful business relationships and how they impact local economies.

The members of this sub-committee are:

Desmond Lomas, CMP, The Howes Group

Andrew Horsfield, Lord Elgin Hotel

Jessie Pierre, Employment and Social Development

Sandy Ouellette, Algonquin College

Marie-Louise Doyle, Doyle and Associates Event Planners

Catherine Mathieu, Privy Council Office

Patti Johnson, Chic & Swell

Prannay Malhotra, Forest Hill

Sharon Mulvey, Infinity Convention Centre

MEMBERSHIP

Member Programming

NICOLE JEFFREY, CMP, DIRECTOR

This was an exciting year for the Member Programming Committee as we worked hard to put together great events that would provide value for members. We had three main goals for the year:

- 1) Provide opportunities to members to make new connections and renew their existing ones
- 2) Try new things, and we hoped that you'd see some unique ideas at the events that would inspire you to do something different at your own,
- 3) Showcase great venues, and continue to reinvent our events to keep things fresh and exciting.

This Year's Highlights

- Golf Day at the Fairmont Le Château Montebello featured a beautiful course and was a great way to end off the summer
- The September Kick off and AGM was hosted at the Hilton Garden Inn Ottawa Airport. A great way to start getting excited for the year ahead, it featured a great band, and MPI committee 'speed dating' to help find a match between volunteers and committees.
- The Festive Dinner was held at the Ottawa Conference and Events Centre, and got attendees on their feet at the end of the night to move around to interactive dessert stations including a make your own s'mores station. We brought the winter campfire experience indoors.
- Back for a second year, the February Tasting Tour was a very popular small group event that featured some local area restaurants including appetizers at Steak and Sushi, mains at DiVino Wine Studio and Fairouz Restaurant for dessert. There was also a surprise stop off along the way at the Lord Elgin Hotel who brought some gelato on board the bus for the ride.
- Finishing off the year on a high note was a new event for MPI Ottawa. This event was a joint effort between the Member Programming and Education Committees. It featured a short education session on risk management and large scale events followed by the networking portion of the evening which was held at the Ottawa Jazz Festival. Attendees had some time to try some tasty bites and network, and were also provided a backstage tour and some behind the scenes information on the planning of the festival.

Committee Members

A talented committee of volunteers works to produce the events:

Rawan Alsayegh, Simply Decor Weddings and Events

Julie Berubé, Casino du Lac-Leamy

Sukhee Chae, Energy and Mines

Dora Dalietos, Vis-à-vis Events Inc.

Sharon Fryer, Canadian Wind Energy Association

Cindy Gascon, Fairmont Hotels Quebec Resorts

Brian Henry, Quality Entertainment

Andrew Horsfield, Lord Elgin Hotel

Rosie Kelly, Graduate

Megan LaPlante, National Judicial Institute

Ryan Latimer

Annie Leveillee, Tourisme Outaouais
Heather Lockwood, HPL Meetings and Events
Alison Maier, Brookstreet Hotel
Kristina McNamara, Royal College of Physicians and Surgeons of Canada
Tricia Miltimore, Student
Rebecca Narr, Corporate Stays
Liette Philippe, Liette P Meeting Planning Services
Greg Plazek, The Westin Bayshore Vancouver
Jessica Poon, Public Policy Institute
Brad Stratham, ClubLink
Nathalie Tremblay, Crowne Plaza Gatineau-Ottawa
Andrea Wagner, Canadian Physiotherapy Association

Member Care

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. This division 2 years ago has proven successful and allowed the Member Care Committee to grow and flourish. However, it has taken a full 2 years to define roles, objectives and find the correct people for the portfolios.

The 2015-2016 year created a large number of smaller goals for the committee to achieve. Although not all the goals were achieved, the committee achieved over half their goals with half the members that other committees have. A combination of an insurmountable amount of goals and the loss of 50% of the member care team put a huge strain on the remaining members and the committee could not reach 100% of the goals that were set forth in the 2015-2016 strategic plan. The 2016-2017 year brought on a new Membership VP, Patrick Kilvert, who understood the struggles of our small committee and decided to set out just a handful of 'big picture' goals for the committee but with direct results on ROI for membership. Below are some of our achievements.

ACHIEVEMENTS/HIGHLIGHTS

Sub-Committees

The largest achievement of the Member Care Committee was to further define the scope of our activities and create 4 sub-categories under the umbrella of Member Care; retention, recruitment, students and communications. The Member Care Committee now stands at 14 committee members (including the Student Sub-Committee) which is a 50% increase from the 2015-2016 year. Louise Gervais, Director of Leadership was a big help in obtaining these new members for the committee. Every new member met with myself to review the objectives of the committee and each sub-committee. No new member was placed anywhere without their consent and approval. This ensured that every member that was on a sub-committee was working on something that they see value in and can grow from. As a result, we have not lost a committee member since the restructure.

One goal moving forward for the 2017-2018 year is to outline specific objectives for each sub-committee so the members know what they are working towards as a team.

Increasing Student Awareness within Chapter

The Student Sub-Committee falls under the Member Care Committee and continues to be our most successful sub-committee with passionate committee members who have recruited and supported the most active and largest student membership amongst all of the Canadian MPI Chapters.

In June 2017, the committee received a new chair: Angelita Aboukassam as Ashley Craven has stepped in to replace me as Director of Member Care. Angelita has been a member of the student sub-committee for years and is a graduate of the Algonquin College Event Management program thus creating a seamless transition for those that remain on the student sub-committee.

The student sub-committee have continued to make calls to new student members every month, visit 2 intakes of current students at the Algonquin College Event Management program and written countless articles in the "Students Corner" column of Conventus. In September 2016, they helped create an Infographic that was distributed to the membership at the AGM and has since been posted on our website demonstrating the ROI on membership within the Ottawa Chapter.

In May 2017, all 3 student members were nominated for a Prix Prestige Award. Their next big project is a mentorship program between senior and student members which will kick off with a speed dating-type of even in the summer of 2017.

Monthly Membership Calls

This continues to be the lifeblood of the Member Care Committee and the most important job of the Retention Sub-Committee. Four committee members are dedicated to calling new members, delinquent members, members up for renewal and cancelled members to gather information. In 2016, the spreadsheets were redesigned and added to Basecamp giving all Board members access to feedback from these monthly calls. There is now more than 6 months' worth of data collected and we can move to phase 2 of this project which is having the data analyzed by Events Management+. Breaking down the data into consumable pieces will help board members structure their annual objectives and help the Chapter as a whole be more accountable to the membership.

Senior Members Focus Group Calls

One of our newest committee members; Stephanie Lynch took on this project to contact senior members with more than 10+ years of membership who are not active in our Chapter. They continue to renew their membership annually but take part in very few activities at the Chapter level. The general feedback Stephanie received was that the senior planners and suppliers are happy with their membership globally and at the Chapter level but they have little time to attend the social and educational events. It was also mentioned that there is very little educational value offered to senior members who have been doing their roles for 10-15+ years. In some cases, these senior members do want to attend the social or educational events but do not have the budget to do so. This data will be shared with the Board by our new Director Ashley Craven in an attempt to discover how we can better engage our senior members.

Annual Membership Directory

In the 2016 bi-annual membership survey, 48% of the membership responded that they believe the Chapter should continue to print the Chapter directory. Greg Plazek, again took on the role of curating the content and obtaining the advertising. This was Greg's 5th year spearheading this project and September 2017 will mark the end of the printed directory. Because of the progress with phase 2 of the MPI Ottawa website, the directory can be moved online allowing the Chapter to ensure that member's contact data is always kept current.

MEMBER CARE COMMITTEE MEMBERS

As mentioned earlier, our committee members have grown significantly since the 2014-2015 year. I feel we have now tapered off with the new members and although we may not be as large as some of the other committees, we have a group of incredibly passionate and intelligent committee members who work tirelessly to ensure quality member care to the membership. A big loss in 2017 will be Greg Plazek who has been on the committee for 5 years; he has accepted the President-Elect position for the Chapter.

Ashley Craven, Federation for the Humanities and Social Sciences

Barbara Outschoorn, Beanstream/Allstream Centre, Toronto

Greg Plazek, Westin Bayshore, Vancouver

Sarah Levin, Lush Cosmetics

Jamie Brougham, Brougham Promotional Products

Daria Cohen, Golden Planners Inc.

Stephanie Lynch, Tourism Edmonton

Danielle Stucki, Fairmont Resorts, Western Region

Student Sub-Committee Members:

Angelita Aboukassam

Jeanette Tachynsky

Meg Laplante

Hanna Fazal (student rep)

I have thoroughly enjoyed my time on the MPI Ottawa Board of Directors and although my term as Director is up, I have the utmost faith in Ashley Craven as the new Director to empower the committee with her creativity and passion for MPI Ottawa.

I thank the executive and my fellow Board members for their support and guidance these past 2 years.

Member Awards and Recognition

DORA DALIETOS, DIRECTOR

The 2017 Annual Awards Gala was once again a huge success. Dora Daliotos took over the Director role in January 2017 as Scott Ventresca stepped down due to work related reasons. We had a 12-member volunteer committee. Dora was both Chair and Director for the 2017 MPI Ottawa Awards Gala. We sold out the event at 320 attendees on May 10, 2017, 20 attendees more than 2016.

We secured \$47,000 in sponsorships which was more than last year. The committee worked closely together to ensure that the event generated revenue and we were successful.

We continue to keep the theme to the Awards themselves. We find that splitting the awards from the formal dinner was once again a huge success and we have received positive feedback from our survey results.

Our focus for next year's Gala is to continue with this concept and secure the same amount of sponsorship as it helped with our expenses. We will ensure the nomination process remains simple for the Chapter members to

fill out. We will add a three to four questionnaire for the Planner, Mentor and Supplier of the Year category. This questionnaire will be sent out to the respective nominees in the categories. They will have to answer the questions and base what type of work they do outside of MPI Ottawa. It is important for these three categories to be based on community involvement outside of MPI Ottawa as well as within the Chapter.

We have all 12 volunteer members returning for the 2017/2018 year with an additional 2 new volunteer members. Our committee will have 15 volunteer members. We will also recognize new CMP and years of membership.

Dora appointed Jill Garner as the Chair, Recognition and Awards. Dora will continue her role as Director, Recognition and Awards.

Committee Members

Angelita Aboukassam, Royal College of Physicians and Surgeons of Canada

Brent Beatty, FMAV

Kelly Brintnell, Tourism Kingston

Lira Buschman, UTCE

Jill Garner, Sheraton Ottawa Hotel

Meg LaPlante, Canadian Teachers' Federation

Jasmine Leese, Le Belvedere

Dana Mather, National Judicial Institute

Alison Peverley, The Ottawa Hunt and Golf Club

Rebecca Trafford, Chic & Swell

Scott Ventresca, Tourism Toronto

COMMUNICATIONS

LYDIA BLANCHARD, 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 marketing and communications with the community and industry at large.

The 2016-17 program year was a year of development for our Chapter communications. After a successful launch of our newly redesigned website in 2015-16, we continued to build on the features and value to our membership by completing a members-only area (Phase 2) of the site. Since it took the full year to complete the design of Phase 2, the 2017-18 VP, Communications will focus on launching it and promoting its value-added benefits to our members.

The main features of Phase 2 include: a BUY MPI Marketplace for Supplier Members to promote special rates & offerings for their products or services to our local MPI Ottawa Chapter members (and for any member to post if they are currently in need of any products/services for their upcoming projects); a Membership Directory that allows members to showcase their profile photo, contact information, CMP certification, years as an MPI member, mentor/mentee status, volunteer contributions, accomplishments, areas of expertise, social media accounts, and so on; and space to offer Members-Only Content pages, which will allow the Chapter to share valuable takeaways from speakers at events, or other information that is reserved exclusively for MPI Members to access.

The Publications Committee continued with the development and production of thought-provoking content for our online publication, Conventus. In total, they produced 146 original articles, with a range of meetings-industry related subjects. With the great support of the ever-growing Social Media team, they were able to increase readership for the articles, with many reaching into the thousands of views! The Social Media efforts of our Publication Committee also helped to improve communications to our membership, and to the industry at large. Under the leadership of the Director, Publications, the social media team has become more structured and strategic than ever, and they will continue to maximize the impact of their efforts, both internally and externally, in the year ahead.

Another area of focus for communications in 2016-17 was the development of formal Media Partnership Agreements, to help expand our reach externally to new and prospective members. The new agreements will allow for a more accountable relationship with our media partners, which will help us to better measure the results & benefits of the partnerships, and follow-up on the deliverables that we have promised in return.

The Community Outreach Committee had another successful year with increased member-engagement for their many community outreach initiatives, including their frequent volunteer opportunities throughout the year with the Ottawa Food Bank, the ONFE School Breakfast Program, the Snow Suit Fund, and the Kiwanis Christmas Hamper Deliveries. The Annual Charity Auction dinner continued to set attendance and fundraising records, and is on the right track for some exciting changes to the programming format in the year ahead.

Overall, we have accomplished a lot for our Chapter communications efforts throughout the 2016-17 year, and everything is on the right track to continue development of these initiatives in the years ahead.

Publications

MARTHA TOBIN, DIRECTOR

Since transitioning from the Chapter's printed newsletter (Communique) to the online communications forum (Conventus), the Publications Committee has undergone an enormous change both in structure and number of volunteers. This was done to meet the growing needs and responsibilities of our online communications forum and our advertising and sponsor deliverables as well as our promise to our fellow MPI committees to help them meet their goals through better communication.

Highlights and Accomplishments:

Our Publications Committee structure has changed in that we now have 23 committee members plus approximately 10 monthly article writers that contribute on either a regular or rotating basis to our Conventus publications.

In an effort to meet and exceed our communication objectives of maximizing website traffic and engagement on social media platforms as well as our Conventus readership, we created two Social Media co-chair positions who oversee our Facebook, Twitter, Instagram and LinkedIn accounts with designated volunteer leads for each. These co-chairs have not only created a Social Media Calendar to ensure our social media strategy is being met but as well this calendar ensures our deliverables to our sponsors are met as well.

Our MPI Ottawa reach continues to grow with most Conventus articles receiving over 300 impressions on average (and some into the thousands) from our MPI Ottawa FB page. As well our Meetings Industry Influencer lead has had great success with getting our MPI Ottawa articles seen far and wide (nationally and internationally). And the creation of Facebook Event pages has increased our registration at events as these posts have not only served as reminders to our members to register but as well have contributed to the mounting excitement for an event (and thus a FOMO effect).

The Publications Committee of writers, editors, formatter and uploader successfully published 175 Conventus articles between July 2016 and July 2017. Articles reported MPI Ottawa events, innovative tips for planners and suppliers, industry news, membership benefits, MPI Global and Foundation news, educational content and meetings industry-related topics.

We refreshed and updated the current MASTER Event Leads Communication Checklist. As well we have now added this as a tab to the 18 month Integrated Calendar on Basecamp (along with a MASTER Photo Checklist tab) so that Event leads can fill in this information all in one place when setting up their event. This centralization of content as well as respective 4 and 2 week required completion dates for Event and Photo checklists allows the Publications Social Media team to maximize our MPI Ottawa pre and post event communication.

We created a 'Spotlight Spot' section at the beginning of each weekly MPI Express to highlight key 'at a glance' information for members.

Streamlined the publication process but getting all committee members onto the Basecamp system.

In an effort to continue to maximize our reach we've added Call to Action buttons for our social media platforms during the event registration process. This is to remind members/prospective members to sign up on these if they've not done so already.

Community Outreach and Corporate Social Responsibility

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 2016-2017 and how??

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 February 6, 2017. Hopewell's received \$12,082.50.

On August 25th, 2016 MPI took to the greens at Chateau Montebello. Through the sale of raffle tickets and the ever-popular Tee to Green Game, \$720.00 was raised. Hopewell was the one of two charities to benefit and received \$360.00.

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 November 29, 2016 festive gathering was a 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 \$724.00, Moisson Outaouais received a cheque in the amount of \$362.00.

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, through out 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 Martians participated in the 5th Annual Food Sort Challenge. A high energy and spirited team building event, that took place on October 14th, 2016.

The November 29, 2016 festive gathering was a registered food drive for the Ottawa Food Bank. Members where encouraged to bring food donations to the event and tape-a-toonie to the top.

On December 9th, between 5:30 and 9:30 am, the Community Outreach Committee volunteers, fielded phone calls and worked the lobby donation bins at the CBC building, to participated in Project Give, a full day of live broadcasts, stories, songs and charitable giving. The MPI shift started the day by raising \$47,208, by the end of the day the event raised \$151,786.

For a fourth year in a row, committee volunteers assisted the Food Bank with the May 29, 2017, Food Aid Day, by serving lunch to over 1,200 guests on the lawn of Ottawa City Hall.

Through various activities and events through out the year, the Chapter donated \$842.00 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 or three 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.

Alison Sheepway, Advancement at the Ottawa Network for Education was presented with a cheque during the June Bash in the amount \$8,028.50.

Kiwanis Club of Ottawa (Christmas Basket Program)

The community outreach volunteers, created 8 teams of two members each to help the Kiwanis Club of Ottawa deliver Christmas Baskets to 185 families in need on December 17, 2016.

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 2016 season, the fund distributed 17,000 new snowsuits. They have managed to meet the challenge of keeping underprivileged kids warm during our cold winters.

Committee volunteers, where able to schedule three visits to the warehouse.

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 25, 2016 golf tournament that took place at the Chateau Montebello.

The foundation received a cheque in the amount of \$360.00.

Community Outreach Committee & Corporate Social Responsibility 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!

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

Jessica Clifford, Canadian Nuclear Association

Katherine Craig, Greensmere Golf & Country Club

Stephanie Eikenberry, Opportunity Knocks Events

Marc Forgette, London Tourism

Allison Garrod, National Judicial Institute

Cindy Gascon, Fairmont Hotels – Quebec Region

Paul Glover, Association of Medical Microbiology and Infectious Disease Canada

Rose-Marie Guerra, Justice Canada

Brian Henry, Quality Entertainment

Andrew Horsfield, Lord Elgin Hotel

Bruce Landry, Colleges and Institutes Canada

Sarah Landry, The Ottawa Hospital Foundation

Lisa Levia, National Arts Centre

Diane Mongrain, Canadian Museum of Nature

Angela Munro, Cara Operations/Bier Markt

Rebecca Narr, CorporateStays.com

Alison Peverley, Canadian Pharmacists Association

Liette Philippe, Liette P Meeting Planning Services

Diana Pratt, Courtyard by Marriott Ottawa Downtown

Corey Solomon, BBW Canada

Andrea Wagner, Planner at Large

Anita Wilson, Canadian Water & Wastewater Association

MINUTES OF THE 2016 ANNUAL GENERAL MEETING

Thursday, September 15th, 2016

17:30 – 18:15

The Hilton Garden Inn Ottawa Airport, Ottawa, ON

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

Angelita Aboukassam, Kirsty Allaire, Alexie Arsenault, Greta Bakareke, Brent Beatty, Cynthia Beaudin, Kate Bell, Jamie Brougham, Chantal Charette, Allyson Chisnall, Allison Collins, Katherine Craig, Dora Dalietos, Jeryn Daly, Pamela DiNardo, Dan Donaldson, David Dugas, Stephanie Eikenberry, Julie Fletcher, Diane Fowles, Riccarda Galio, Jill Garner, Cindy Gascon, Louise Gervais, Mary-Frances Gingras, Paul Glover, Patricia Gougeon, Teddy Halmos, Jennifer Holly, Andrew Horsfield, Alison Hunter, Mia Huysmans, Nicole Jeffrey, Patti Johnson, Larissa Johnston, Darlene Kelly-Stewart, Patrick Kilvert, Anne Lamarche, Marc Philip Laperrière, Meg LaPlante, Ryan Latimer, Jasmine Leese, Sandra Leslie, Annie Leveillee, Lisa Lipowski, Heather Lockwood, Rosemary Ly, Kim MacDonald, Alison Maier, Prannay Malhotra, Jennifer McAndrew, Kristina McNamara, Sharron Mulvey, Angela Munro, Ina Gedin Nepomuceno, Nina Newman, Katherine Nollet, Karen Norris, Rania Odeh, Adesholaju Omoniyi, Erica Orecchio, Tracy Parr-Labbe, Alison Peverley, Greg Plazek, Diana Pratt, Malgorzata Skrobotan, Brookelynn Smith, Nicolaas Sont, Francine St-Martin, Joanne St-Pierre, Martha Tobin, Rebecca Trafford, Nathalie Tremblay, Scott Ventresca, Karen Wright, Ryan Young

1. CALL TO ORDER: Ryan Young, President, called the meeting to order at 17:37. The Immediate Past-President was then called to the podium to Chair the proceedings.
2. ESTABLISHMENT OF QUORUM: David Dugas, Immediate Past-President, called upon Larissa Johnston, Chapter Association Manager, to determine if a quorum was present. Larissa indicated that a quorum existed.
3. ACCEPTANCE OF THE AGENDA: It was moved by Sandra Leslie and seconded by Darlene Kelly Stewart to accept the agenda as circulated. Carried.
4. APPROVAL OF THE 2015 ANNUAL GENERAL MEETING MINUTES: It was moved by Nicole Jeffrey and seconded by Rosemary Ly to approve the minutes of the 2015 Annual General Meeting. Carried.
5. AUDITED FINANCIAL STATEMENTS: Nicolaas Sont, Vice President of Finance, moved to dispense with the reading of the 2015-2016 financial statements of MPI Ottawa and the Auditors' Report thereon for the period ending June 30th 2016, prepared and signed by the accounting firm Parker Prins Lebrano, and to accept them as circulated. It was seconded by Ryan Young. Nicolaas 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 Louise Gervais and seconded by Martha Tobin to accept the 2015-2016 Annual Report as circulated. David Dugas 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. ADJOURNMENT: It was moved by Martha Tobin and seconded by Jennifer Holly to adjourn the meeting. Carried. Meeting adjourned at 17:55.

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, CMM
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
2015-2016	David Dugas