



2017/2018

# ANNUAL REPORT

**Presented at the  
Annual General Meeting  
September 10, 2018**

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## 2017-18 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](http://www.mpiottawa.ca).

### 2017-2018 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 a 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 and talent of our volunteers, and MPI resources.

**Funding:** Our Chapter has an estimated revenue of \$368,850 CAD to fund Chapter activities this year (See 2017-2018 Budget).

**Time & Talent:** Our Chapter has 99 volunteers, who - on average - can devote 10 hours per month 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 and Speaker Database
- Chapter Business Summit and/or Chapter Leaders Forum
- Membership Directory
- Webinars
- Past Presidents
- Other Chapters Websites
- MPI Bookstore

**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 at each board meeting 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 “Taste & Network” events for Chapter members
- Partnership/sponsorship opportunities
- Website advertising opportunities
- Online Chapter Membership Directory
- Website
- MPI Conventus

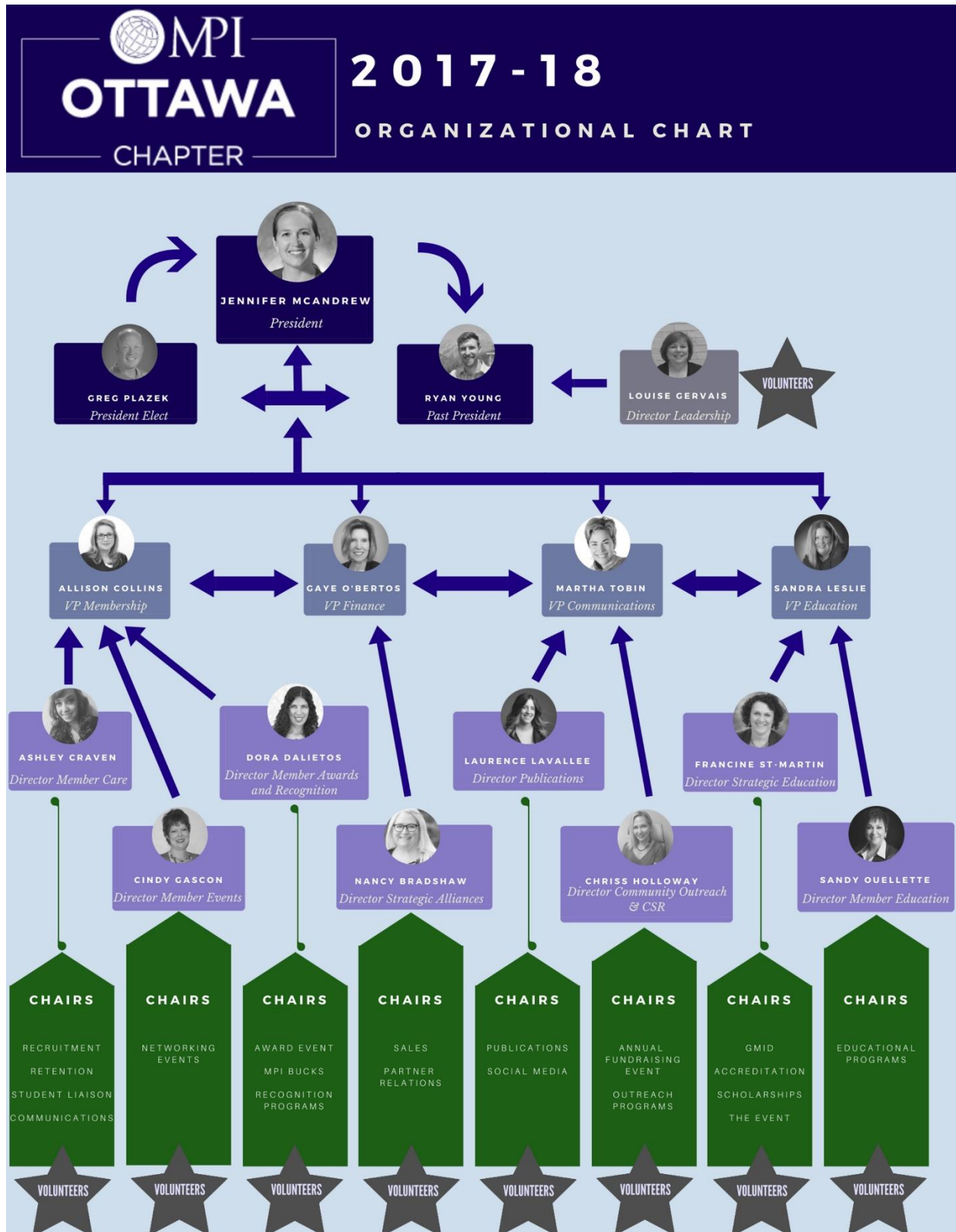
- Career and Resume postings (via member-only website section)
- RFP postings (via member-only website section)
- Board of Directors' Blog
- Social Media (Twitter, Facebook, LinkedIn...)
- Co-operation with other Chapters
- Co-operation with other associations

## 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 HQ educational support programs and grants.

## BOARD OF DIRECTORS

### Organizational Structure



## 2017-18 Board of Directors

Name	Position
Jennifer McAndrew	President
Greg Plazek	President Elect
Ryan Young	Immediate Past President
Allison Collins	Vice President Membership
Sandra Leslie, CMP-HC, CMM	Vice President Education
Martha Tobin	Vice President Communications
Gaye O'Bertos	Vice President Finance
Nancy Bradshaw	Director, Strategic Alliances
Chriss Holloway	Director, Community Outreach & CSR
Louise Gervais, CMP, CMM	Director, Leadership
Cindy Gascon	Director, Member Events
Sandy Ouellette	Director, Member Education
Ashley Craven, CMP	Director, Member Care
Francine St Martin	Director, Strategic Education
Laurence Lavallee	Director, Publications
Dora Dalietos	Director, Member Awards and Recognition

## PRESIDENT'S MESSAGE

JENNIFER MCANDREW, PRESIDENT

My focus for my presidency was on the partnerships we build within the event industry and I feel that this year has been a true testament to this belief. Our successes (on so many levels) are dependent on our partnerships, whether it is between suppliers and planners, committee members and their directors, or an employee and employer. Alone none of these things would thrive, but when they are put together in the right combination they can truly shine.

The little things we do have a ripple effect and are far-reaching. With MPI we are presented with the perfect opportunity to cultivate new partnerships and strengthen our existing contacts. We are all working towards a common goal of making our customer/client happy and excelling at the task that is in front of us.

I think a thread that weaves us all together is how MPI members approach each event with integrity, professionalism and enthusiasm. You can trust that each one of us wants to succeed bringing our partners with us. Although the meeting industry continues to evolve, hard work and integrity will never go out of style, but rather will be the cornerstone for your business and your personal brand.

Reflecting back on our 2017-18 year, I applaud the efforts of our entire Board and all of our amazing committee volunteers. The enthusiasm each and every one of them brought to our Chapter all while expanding our local MPI membership and maintaining over 38% member volunteer engagement, which I might add is the envy for the majority of MPI Chapters across the globe.

I want to briefly highlight what the Ottawa Chapter has accomplished this past year, which from my perspective as President, has completely flown by.

We started the year in September with a great kick-off (pardon the pun) with a visit from our own *Ottawa Redblacks Cheerleaders*, followed by engaging and inspiring educational sessions in October and November. We celebrated the holiday season with our friends and colleagues and sang a little karaoke! Over the chilly winter months, we had webinars and a tasting tour, along with the annual Charity Auction Dinner that raised more than \$22,000 for the *Ottawa School Breakfast Program* and *Hopewell*. And just when you think that would have been enough, our chapter produced an outstanding Global Meetings Industry Day celebration, and we collaborated with MPI Toronto and MPI Montréal & Quebec to bring to life The EVENT. We are looking forward to a second installment in Montreal come April 2019.

At the first board retreat I led where we began the planning for this past year, I shared a quote with the group about my personal philosophy and I feel that if we can continue to make this part of regular working vocabulary we are setting not only ourselves up for success but each other.

***"Alone we can do so little, together we can do so much"*** ~Helen Keller



Moving forward, our 2018-19 Board of Directors, under the enthusiastic and positive leadership of Greg Plazek, has a bright future. Thank you for a great year MPI Ottawa; it was truly an honour and my distinct pleasure to serve as your 2017-18 President.

A handwritten signature in black ink, appearing to read 'Jennifer McAndrew', with a stylized, flowing script.

Jennifer McAndrew  
MPI Ottawa President 2017-18

## PRESIDENT ELECT'S MESSAGE

### GREG PLAZEK, PRESIDENT ELECT

I had been a member of the MPI Ottawa Board of Directors a few years ago in the capacity of VP of Membership. My decision to rejoin the board following a 2-year absence did not happen easily. I gave it much thought and ultimately, I was inspired by the Board that was going to be in place to join them and learn from this team. Ryan Young and Jennifer McAndrew are incredible models of leadership and dedication to our Industry and I cannot tell you how much I listened and absorbed everything they said. I definitely did my best to follow the advice that I was given, which was "Listen twice and speak once". I knew that 2017-18 as the President-Elect for MPI Ottawa was going to be a year of learning for me.

I found that the role last year was one in which I supported and assisted the President in her needs and efforts and kept in regular communication with our VPs and Directors on the Board. This allowed our Board to provide regular feedback and allowed the Office of the President to identify any issues or trends that may be occurring. One trend that was identified was the importance for standardized transitioning of roles from one term to the next. This will be set up and implemented in the 2018-19 year.

The role of the President Elect also involves being a liaison between the Ottawa Chapter and MPI Foundation. I soon realized that many of our chapter members actively engage with the MPI Foundation to apply for Scholarships and grants. Internationally, the Foundation gave 18 Chapter Grants in 2017 and 246 Scholarships. The MPI Foundation also conducts important Industry research, which I encourage you to reference on the International Website at [2017 Impact Report](#). I was delighted to report, during my term, that our own former Chapter President, Jennifer Beatty, is the Canada Council Chair on the Global Board for the MPI Foundation! Jennifer has worked hard with the MPI Ottawa Chapter to ensure that we will continue supporting this important organization.

I successfully organized and hosted the Year End Board retreat at the end of April this year. Thank you to our Board Members for your incredible input, energy, feedback and assistance in moving us forward through this time of planning for the future. We reflected on our successes and challenges of the past year and strategized how to best move forward.

Finally, I led our team's attendance at the MPI World Education Congress in Indianapolis this past June which also included Louise Gervais, incoming VP Education, Allison Collins, incoming President Elect and Lori Wagner, incoming VP of Membership. We attended dedicated education at the Chapter Business Summit. This is education that is specific to our Board of Directors roles to assist us as we navigate our roles on the MPI Ottawa Board. In total, there were 14 MPI Ottawa Chapter members in attendance at WEC in 2018. Next year WEC will be held in June, 2019 in Toronto so hopefully we will be able to have an even stronger attendance there.

## PAST PRESIDENT'S MESSAGE

### RYAN YOUNG, PAST PRESIDENT

As the Immediate Past President (IPP), my primary role was to chair the Governance and Nominations Committee, which is tasked with recruiting, interviewing, and helping onboard new board members for the subsequent fiscal year. This year, we managed the appointment of the following board positions:

President Elect – Allison Collins

Vice President, Membership – Lori Wagner

Vice President, Communications – Jay Elie

Vice President, Education – Louise Gervais

Director, Member Networking Events – Jess Poon

Director, Signature Events (a new role) - Dora Dalietos

The nominations process also included navigating through an amendment to the board structure, which saw the Board of Directors drop from 16 seats down to 14. The changes included consolidating two positions (Director, Community Outreach & CSR & Director, Recognition & Awards) into one role, which is now called the Director, Signature Events. The second change was the removal of the Director, Strategic Education position. The tasks that these roles entailed have not gone by the wayside and have been delegated to the Chair level. In the case of the Strategic Education portfolio, there are now chair positions for both the CMP and GMID components as part of the Education Program Committee. A complete list of your current Board Members and new Board structure can be viewed on our website at <https://mpiottawa.ca/about/board-of-directors/>.

The 2018-19 Board of Directors is a nice blend of youthful energy with creative minds and proven industry leaders with a wealth of meetings experience. This combination will ensure another successful and innovative year for MPI Ottawa.

#### the **EVENT**

In addition to the nominations process and other IPP responsibilities, one of my major missions this year was to help guide the inaugural EVENT to ensure we lived up to the big expectations that we in part brought on ourselves. The EVENT was held at the Brookstreet Hotel on April 12-14 and for the first time in recent Canadian history, saw three MPI Chapters (Toronto, Montreal & Quebec, and Ottawa) come together to offer members an innovative way to obtain cutting edge education, expand their network circles, create new business relationships, and inspire new ideas that could be applied to their own conferences and events. After plenty of accolades, an attendance of 300+ participants, a sellout of Partnerships, a budgeted surplus achieved, and an industry buzz that follows me wherever I go, I can safely say we exceeded even our own lofty expectations. A full visual recap of the inaugural EVENT is available on the event [website](#).

In closing, it has been an absolute pleasure serving on the Board for the last 5+ years and making both individual and team contributions to the success of the MPI Ottawa Chapter. The future remains bright for our Chapter, and I'm excited to see what lies ahead for us all.

## LEADERSHIP

**LOUISE GERVAIS, CMP, CMM, DIRECTOR**

The Director of Leadership provides guidance and mentorship to the Chapter Board by listening to what is being discussed and providing advice as appropriate as well as being a sounding board for individual Board members. As a member of the Presidents' Office, the Director of Leadership supports the Immediate Past President with succession planning (Nomination Committee) and governance (e.g., by-laws, policies and procedures, etc.) 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.

This past year, under the direction of the President-Elect, the Presidents' Office implemented regular check-in calls with all Board members, which was very helpful in ensuring continued open lines of communication. Under the direction of the Past President, the Presidents' Office also reviewed the Board structure to substantiate that it is efficient and meaningful to support the Chapter's commitments. As a result, the Chapter implemented a updated Board structure, which commenced July 1, 2018. The new structure altered the director representation on the Board and established chair positions within each of the portfolios. The intent of these changes is to streamline the portfolios and to better identify and prepare future volunteers for leadership opportunities.

The Director of Leadership also had the responsibility for volunteer management, facilitating appropriate matches between volunteers and committee requirements. This past year, 34 new volunteer applications were received and processed. The Ottawa Chapter is recognized globally because of its very active membership averaging around 99 volunteers in 2017-18, representing one-third of the Chapter's membership. With the new Board structure for program year 2018-19, the role of volunteer management will be managed through the Chapter's Member Care Committee.

A volunteer survey was distributed in the spring, where a 35% volunteer response rate was achieved. Based on the survey results, 72% 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. There was an increase ranging from 7.25% to 16% in the responses to the questions addressing satisfaction level regarding time commitment, type of work being done, contribution to the committee and information and guidance being provided.

I would like to take this opportunity to thank the Membership and Board for the opportunity to serve as the Director of Leadership over the past two years. It has allowed me to work with volunteers who are committed to enriching the MPI experience.

## FINANCE

### GAYE O'BERTOS, VICE PRESIDENT

#### **Statement of Financial Position**

The financial position of the Chapter has decreased as of June 30, 2018 relative to the previous year as the Chapter's net assets have decreased.

The Chapter needs to continue to target higher assets over current liabilities to make sure that funds are available to meet future obligations.

#### **Statement of Operations**

Decreases in online advertising revenue, sponsorship and ticket sales led to a decrease in revenue for the year-end of June 30, 2018 relative to the previous year June 30, 2017 year-end of \$342,745. Total revenue this fiscal year was \$296,105.

That said, expenses of the Chapter were significantly lower than the prior year. Spending of Chapter reserves was to come to an end for the 2017-2018 fiscal year and Committees and Board Directors worked hard to minimize expenditures in all events and activities. Notable favourable decreases in expenses over the prior year were Board of Directors expenses and Administration expenses \$5,476 and \$7,891 respectively.

The board budgeted for a surplus of \$8,876 this year but we ended up with a deficit of \$27,144.

Initial efforts have been made to provide individual activity budgets for each board member to begin to provide an overall budget for the whole of the entire Chapter. We received positive feedback from board members as not only does this alleviate extra work for them it helps incoming board members meet the overall financial budget and objectives of the Chapter.

#### **Summary**

With the deficit of \$27,144 the Board of Directors is committed to strengthening the Chapter's overall financial position. Actual expenses were favourable when compared to the budget targets and overall, the Chapter appeared to meet or exceed most of its financial performance targets.

## Financial Statements for the Year Ended June 30, 2018

MEETING PROFESSIONALS INTERNATIONAL  
CANADA  
OTTAWA CHAPTER  
FINANCIAL STATEMENTS  
JUNE 30, 2018

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## **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, 2018, 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, 2018, 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 14, 2018

## MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

### STATEMENT OF FINANCIAL POSITION AS AT JUNE 30, 2018

	<u>2018</u>	<u>2017</u>
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 14,098	\$ 36,840
Term deposit (note 3)	-	25,000
Short-term investments (note 4)	3,687	27,643
Accounts receivable	28,617	9,257
HST receivable	5,743	-
Prepaid expenses	-	1,000
	<u>\$ 52,145</u>	<u>\$ 99,740</u>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 11,816	\$ 24,674
HST payable	-	4,417
Deferred revenue - Golf Day	-	3,050
Deferred revenue - Sponsorship	26,374	26,500
	<u>38,190</u>	<u>58,641</u>
<b>NET ASSETS</b>		
Unrestricted	(9,826)	17,318
Internally restricted - Advance Education Fund (note 7)	23,781	23,781
	<u>13,955</u>	<u>41,099</u>
	<u>\$ 52,145</u>	<u>\$ 99,740</u>

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, 2018

	<u>2018</u>	<u>2017</u>
<b>UNRESTRICTED NET ASSETS</b>		
Balance, beginning of year	\$ 17,318	\$ 53,374
Deficiency of revenue over expenses	(27,144)	(34,725)
Transfer to internally restricted net assets	<u>-</u>	<u>(1,331)</u>
Balance, end of year	<u><u>\$ (9,826)</u></u>	<u><u>\$ 17,318</u></u>
<b>INTERNALLY RESTRICTED NET ASSETS - ADVANCE EDUCATION FUND (Note 7)</b>		
Balance, beginning of year	\$ 23,781	\$ 22,450
Transfer from unrestricted net assets	<u>-</u>	<u>1,331</u>
Balance, end of year	<u><u>\$ 23,781</u></u>	<u><u>\$ 23,781</u></u>

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, 2018

	2018	2017
<b>REVENUE</b>		
Administration	\$ -	\$ 1,235
Communications	15,801	48,942
Community outreach	120,899	118,606
Education events	5,412	21,020
Interest	2,298	3,209
Membership	8,860	4,528
Member events	44,469	56,835
Other revenue	16,749	491
Recognition and awards	55,760	65,854
Strategic education (GMID)	24,467	22,025
	<u>294,715</u>	<u>342,745</u>
<b>EXPENSES</b>		
Board of directors	18,579	24,055
Communications	14,110	19,914
Community outreach	80,882	98,358
Education events	9,078	21,942
Finance	11,779	12,452
Management fees and expenses	64,975	72,866
Membership	2,036	2,909
Member events	36,722	44,565
Publications	4	1,147
Recognition and awards	56,667	51,243
Strategic education (GMID)	27,027	28,019
	<u>321,859</u>	<u>377,470</u>
<b>DEFICIENCY OF REVENUE OVER EXPENSES</b>	<u>\$ (27,144)</u>	<u>\$ (34,725)</u>

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

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## MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

### STATEMENT OF CASH FLOWS FOR THE YEAR ENDED JUNE 30, 2018

	<u>2018</u>	<u>2017</u>
<b>CASH FLOWS (USED FOR) FROM OPERATING ACTIVITIES</b>		
Deficiency of revenue over expenses	\$ (27,144)	\$ (34,725)
Net changes in non-cash items related to operations:		
Accounts receivable	(25,103)	8,883
Prepaid expenses	1,000	(900)
Accounts payable and accrued liabilities	(12,858)	12,817
Government remittances payable	(4,417)	4,417
Deferred revenue - Golf Day	(3,050)	42
Deferred revenue - Sponsorship	(126)	26,500
Deferred revenue - Advertising	-	(11,030)
	<u>(71,698)</u>	<u>6,004</u>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Sale of investments	<u>23,956</u>	<u>22,357</u>
<b>(DECREASE) INCREASE IN CASH AND EQUIVALENTS</b>	(47,742)	28,361
<b>CASH AND EQUIVALENTS, BEGINNING OF YEAR</b>	<u>61,840</u>	<u>33,479</u>
<b>CASH AND EQUIVALENTS, END OF YEAR</b>	<u><u>\$ 14,098</u></u>	<u><u>\$ 61,840</u></u>
<b>Cash and equivalents is comprised of:</b>		
Cash	\$ 14,098	\$ 36,840
Term deposit	-	25,000
	<u><u>\$ 14,098</u></u>	<u><u>\$ 61,840</u></u>

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

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## Notes to Financial Statements

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### MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

NOTES TO THE FINANCIAL STATEMENTS  
JUNE 30, 2018

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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 redevelopment 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. 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.

#### 4. SHORT-TERM INVESTMENTS

Short-term investments in mutual funds, consisting of a TD Comfort Balanced Portfolio, are recorded at cost (fair market value 2018 - \$3,891, 2017 - \$28,086).

#### 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, 2017.

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## **MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER**

NOTES TO THE FINANCIAL STATEMENTS (continued)

JUNE 30, 2018

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### **6. COMMITMENTS**

The organization has contracted for administration and management services expiring July 31, 2019 with the option to renew for a one-year term. Future minimum contract payments total \$60,000 and include the following payments over the next two years: 2019 \$55,000; 2020 \$5,000.

### **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

**NANCY BRADSHAW, DIRECTOR**

The 2017/2018 fiscal year for the Strategic Alliances portfolio was not without challenges. There was a change in leadership early in the term as well as increased competition for sponsorship dollars. This was due to new industry events in the market. With continued support from our sponsors/partners we were able to finish strong with \$121,500 in sponsorship, missing our 2016/17 achievement by only \$5,750.

A successful, well attended sponsor appreciation event was once again held during the reception prior to the Awards Gala. Many of our sponsors were in attendance and while they very much appreciated the gesture, when asked they expressed an interest to thank them in a different format or time as this day is very busy with appointments and client events of their own. We will work closely with our partners and the event committees to create a new appreciation experience for 2018/19.

In 2017/2018 the new limited podium time for Platinum and Gold Level sponsors received positive feedback from our partners and event participants. Participant focus during the partner podium time at some events was not optimum. In the 2018/19 Prospectus we have tried to address this issue by offering partners the opportunity to create new partnership experiences to highlight their brand in immersive and participatory ways in lieu of podium time. We have revamped the prospectus for 2018/19 and offered new partnership levels to become more accessible to the local suppliers.

Lastly in 2018 we created a partnership care team to reinforce our commitment to ensure the partner on-site experience is as smooth as possible with the view of increased partnership retention. A member of the Partnership Committee (new name for 2018/19) will attend each event to provide dedicated on-site support services to our partners.

We thank all of our VALUED, LOYAL and new partners for their continued support and look forward to another successful year ahead.

### Committee Members

Nancy Bradshaw, Tourism Saskatoon

Tami LeBlanc, CMP, The Algonquin Resort



## EDUCATION

**SANDRA LESLIE, CMP-HC, CMM, VICE PRESIDENT**

As this is the end of my term on the Board of MPI, I would like to thank all those I have worked so closely with over the past years. I have learned so much personally and professionally and I thank the Board and members for all your support.

As I hand the reigns over to the extremely capable, Louise Gervais CMP, CMM, you will note some changes in the Chapter Board structure for next year. I invite you to go to our [Chapter website](#) to view the new structure.

Sandy Ouellette will be staying on as Director of Education Programs, which will be responsible for all educational programming including GMID, lunch and learns, webinars, workshops, round-tables and other professional development opportunities through certifications, designations and trainings.

As for the 2017-2018 program year, the Education portfolio had two distinct committees.

### Member Education

**SANDY OUELLETTE, DIRECTOR**

The Member Education Committee was responsible for developing the Chapter's educational offerings based on member feedback, research, and the Chapter's strategic plan.

As part of our commitment to deliver quality education opportunities, this Committee produced a regular series of sessions that struck a balance between education relevant to both planners and suppliers, while meeting the criteria for accreditation as determined by the Event's Industry Council.

Education was offered in varied formats, timing and locations in order to offer a wide variety of opportunities for our diverse members.

Below is a brief run-down of the educational topics, accredited by the Event Industry Council, offered in 2017-2018:

- Event Technical Direction – It's just not Rocket Science: Troy J. Peters, VP Marketing and Business Development, Video West, Inc.
- Smart Apps for Smart Devices: Troy J. Peters, VP Marketing and Business Development, Video West, Inc.
- Intentional Event Design, Tahira Endean, CMP, Author and Event Designer
- Air Table (webinar)
- Learning Techniques for Event Attendees (webinar)

## Committee Members

Pamela Dinardo, Ottawa Conference and Event Centre

Patti Johnson, Chic & Swell

Sandy Ouellette, Algonquin College

Maureen Prebinski, Nobel Women's Initiative

Claudia Urrutia, CMP, The Westin Ottawa

## Strategic Education

### FRANCINE ST-MARTIN, DIRECTOR

The Strategic Education Committee is responsible for organizing the Chapter's annual Global Meetings Industry Day (GMID) education event. GMID is an opportunity for all MPI chapters to showcase the impact of the meetings industry globally. The Committee also supports those who wish to pursue the Certified Meeting Professional (CMP) certification in addition to promoting the educational grants and bursaries available to our industry.

#### GMID Subcommittee

On April 12, 2018, we celebrated Global Meetings Industry Day (GMID). 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.

The Prime Minister's office as well as the Ontario Premier's office issued proclamations highlighting the value of our industry. Thousands of industry professionals gathered together for 206 events spanning 41 countries – a 69% increase over last year's participation. The #GMID18 hashtag received 54 million impressions on Twitter.

The Ottawa Chapter event was held at the Brookstreet Hotel, where the afternoon education program focused on event security and the impact of cyber-crime, credit card fraud, room pirates and physical security. It was followed by an evening program where the Chapter presented the Influence Award and entertainment, a LipSync contest.

Chris Mathers, a professional public speaker and trainer, and author of the bestselling book, *Crime School: Money Laundering*, talked about cyber-crime and who the bad guys are, what they're trying to do, and how you can protect your organization and your event.

After his presentation, Mathers introduced a panel of experts including: Chantal Montpetit, CMP, Director, Meetings and Conferences, Canadian Construction Association, Paul Askin, Director, Public Safety & Transportation, TD Place and Gord Jamieson, Senior Director – Canada Risk Services, Visa Canada. Each panelist shared their unique experiences as they related to the meetings industry – room pirates, physical security, and credit card fraud.

The panel provided this top 10 list of security tips:



1. Refrain from posting your delegate list and associated organizations on your conference website.
2. Insert the link to reserve hotel guestrooms at the end of your conference registration form.
3. Ensure no credit card information is transferred via email.
4. Ensure someone is responsible for monitoring for rogue wireless networks which mimic actual wireless networks.
5. Event wireless networks should be password enabled.
6. Healthy suspicion is not paranoia. Always confirm by telephone any request for funds or personal information.
7. NEVER use a password with a proper name or word (in any language).
8. Only provide sensitive information (telephone or email) when you are the one who initiated the contact.
9. ALWAYS conduct a comprehensive background check on new employees and update their criminal record check every two years. Ensure your contractors do the same with their employees.
10. Segregate the duties of your IT personnel so that no one person has “the Keys to the Kingdom”.

### ***Influence Award***

The 2018 Influence Award was presented to the ‘Ottawa 2017 Committee’ for its remarkable work towards the celebration of Canada’s 150th anniversary. The impact of those 12 months of amazing events in Ottawa, both big and small, will be felt in the local hospitality industry for many years. There to accept the award were Steve Ball, Ottawa Gatineau Hotel Association and Co-Chair of the Ottawa 2017 Committee, and Jann Harder, Councillor with the City of Ottawa accepting on behalf of Mayor Jim Watson, who was also Co-Chair of the Ottawa 2017 Committee.

### **GMID Subcommittee Members:**

Marie-Louise Doyle, Doyle and Associates Event Planners

Diane Fowles, CMP, National Union of Public and General Employees

Andrew Horsfield, Lord Elgin Hotel

Desmond Lomas, CMP, The Howes Group

Catherine Mathieu, CMP,

Francine St-Martin, Canadian College of Health Leaders

### ***CMP Subcommittee***

The CMP Subcommittee accomplishments included:

- Providing an information session on the CMP exam process.
- Updating the CMP promotional video. It is now generic and can be used for future boot camps.
- Updating online learning modules for boot camp participants. Participants were granted access to the online tools in order to prepare for the boot camp.
- Facilitating the boot camp offered in January 2018 and facilitated by Paul Glover, CMP, Nathalie Tremblay, CMP, and Anne Lamarche, CMP.

Five participated in the Boot Camp. Three MPI members passed the exam in January.

**CMP Subcommittee Members:**

Christine Dubue, CMP, Conference Meeting and Events

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

Anne Lamarche, CMP, International Actuarial Association

Emilie Lessard, CMP, National Judicial Institute

Karen Norris, CMP, Canadian Association of General Surgeons

Nathalie Tremblay, CMP, Crowne Plaza Gatineau-Ottawa

Claudia Urrutia, CMP, The Westin Hotel Ottawa

Thank you to all of the volunteers who helped to make all the educational programs a success.

## MEMBERSHIP

### ALLISON COLLINS, VICE PRESIDENT

The Vice President of Membership is responsible for supporting three different member focused categories including:

- **Member Care** which is led by Ashley Craven. A few years ago Member Care was subdivided in to different categories; Member retention, Member recruitment and Student Liaison. One of the Member Care's primary focus is to the care of our members. This past year, with the help of committee, we achieved a consistent procedure on the monthly calls. Throughout this process we have received some valuable feedback from our members which in return helps us address any concerns brought up. In addition to this initiative Member Care has been very successful in creating a student liaison committee. One of the initiatives done for the first time this year was a mentorship event attended by both senior planners and students. Our student initiatives have been so successful that MPI Global has reached out to our Chapter to share our best practices with other MPI Chapters.
- **Member Networking Events** which was led by Cindy Gascon. Member Networking Events led the following events this year; Golf, AGM, Festive Dinner, February Tasting Tour and the June Bash. The goal of these events is to promote networking within our Chapter. Cindy Gascon's term is now complete and Jessica Poon will be taking over for the 2018/2019 year. I want to thank Cindy for the great job she did on leading these events.
- **Member Awards and Recognition** which was led by Dora Dalietos. This year's Awards Gala was a very successful and was led by a strong Chair, Jill Garner. Our attendance was upwards of 300 people and with the new nomination process awarding the winners was as much clearer and simpler task.

Below each Director will outline in more detail the structure of their committee and what successes they have had this year. I want to take this opportunity to thank the three Director; Ashley Craven, Dora Dalietos, Cindy Gascon as well as all the dedicated committee members for all the hard work and accomplishments this year.

### Member Care

#### ASHLEY CRAVEN, DIRECTOR

Under the direction of the Director of Member Care, this Committee has two primary objectives – the recruitment and care of new members as well as the support and retention of existing members. The Committee's activities to achieve these goals include welcoming new members at Chapter events, providing orientation sessions and encouraging meaningful involvement in the Chapter and industry. The Committee also represents the MPI Ottawa Chapter at various tradeshow throughout the year and coordinates the

publication of the Chapter directory. The Student Liaison Subcommittee, which reports to the Member Care Committee, focuses on supporting the student members.

The focus this year on was creating a strong Committee so we can easily achieve our goals and take on special projects as needed. Although, we lost a few members in late 2017, those who remained on the Committee were strong, working consistently achieve our goals.

## **ACHIEVEMENTS/HIGHLIGHTS**

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

The student liaison subcommittee continues to be very successful with its passionate volunteers who have recruited and supported the most active and largest student membership amongst all of the Canadian MPI Chapters. In June 2017, Angelita Aboukassam, a graduate of Algonquin College's event management program and a member of the subcommittee for several years, became chair. Although there were challenges in trying to plan a visit to Algonquin last fall because of the strike, the subcommittee was still able to send information about joining MPI Ottawa through the instructors of the program. Having Sandy Ouellette of Algonquin on the MPI Ottawa Board has been very helpful in ensuring continued communication.

The subcommittee planned a very successful first-ever Mentor Speed Dating event in April. There were 20 young professionals who were matched with mentors representing planner, supplier and faculty professions of the meetings industry. This program will be offered again on a larger scale in 2019. The investment in the members under 35 years old will help secure the future of our Chapter.

### **Monthly Membership Calls**

Communication through membership calls continues to be the essence of the Member Care Committee and the most important task of the retention subcommittee. Daniela Stucki and Karen Wiersma were dedicated to performing this task and were diligent in making these calls on a monthly basis. They were supported from time to time by members of the Chapter's Executive, which was appreciated by those who were not planning to renew their membership.

### **New member Webinar**

Stephanie Lynch and Sarah Levin worked together to create the new member webinar that is available through social media and sent out to new members when they join. It outlines the benefits that are specific to our Chapter including one of our many initiatives, the ambassador program.

### **Other projects**

- Sarah Levin continues to successfully manage the ambassador program for each event.
- The biennial membership survey in the spring and responses were shared with the Board to assist in planning of goals for the coming year.
- We published two 'Did You Know' articles and six 'Coaching Corner' articles in the *Conventus*.
- We hosted three DIY events that were very successful, using the contact information we collected at the trade shows to invite potential new members to meet MPI Ottawa members and learn about MPI Ottawa through a casual networking experience.
- We participated at the Executive Trade and Trade show and Tête-à-Tête. Karen Norris does an excellent job taking the lead on these trade shows.

The Member Care Committee is very strong in its current format with volunteers working consistently each month on various projects. I feel very fortunate to work with dedicated volunteers.

We are looking forward to taking on two new portfolios with volunteer management and recognition for 2018-2019 and hope to continue to do consistent work each month connecting with our members and reminding them of the benefits available through MPI Global and on the Chapter level.

### **Committee Members**

Daria Cohen, Golden Planners Inc.  
Ashley Craven, CMP, Intertask Conferences  
Karen Norris, CMP, Canadian Association of General Surgeons  
Sarah Levitin, Lush Handmade Fresh Cosmetics  
Stephanie Lynch, Edmonton Tourism  
Danielle Stucki, Fairmont Resorts, Western Region  
Karen Wiersma, Shaw Convention Centre

### **Student Subcommittee:**

Angelita Aboukassam, Royal College of Physicians and Surgeons of Canada  
Erin Bellwood, Greater Ottawa Homebuilders' Association  
Meg LaPlante, Royal College of Physicians and Surgeons of Canada  
Kalli Foster, Canadian Bar Association  
Gabrielle Whittaker, Valor and Solutions

## **Member Networking Events**

**CINDY GASCON, DIRECTOR**

The Member Networking Events Committee worked hard to put together great events that would provide value for members. The Committee 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 Club Links Haute Plaines featured a beautiful course and was a great way to end off the summer in August.
- The September Kick-off and AGM was hosted at the Crown Plaza. A great way to start getting excited for the year ahead, it featuring a themed football kick-off event – including the Red Black Cheerleaders.
- The Festive Dinner was held at the Hilton Lac Leamy, which included the community outreach fundraising activity – 'Tape-a-Toonie' campaign and 50/50 draw to support the Ottawa Food Bank and Moisson Outaouais.
- Back for a third year, we worked with Ottawa Venues to feature local area restaurants through the February Tasting Tour.
- We closed the 2017-18 program year with the June Summer Bash hosted at the Hilton Garden Inn featuring a Caribbean theme, which was appreciated by all who attended.

## **Committee Members**

Karine Albert, Canadian Counselling and Psychotherapy Association  
Rawan Alsayegh, Simply Décor Weddings & Events  
Julie Bérubé, Casino du Lac-Leamy et Casino de Mont-Tremblant  
Dianne Dodds, CMP, Royal College of Physician and Surgeons of Canada  
Sharon Fryer, CMP, Canadian Wind Energy Association  
Cindy Gascon, Fairmont Hotels – Quebec Region  
Brian Henry, Quality Entertainment  
Andrew Horsfield, Lord Elgin Hotel  
Rosie Kelly, Student  
Sarah Landry, CMP, Carleton University  
Annie Leveillee, Outaouais Tourism  
Heather Lockwood, CMP, HPL Meetings and Events  
Alison Maier, Brookstreet Hotel  
Tricia Miltimore, Student  
Rebecca Narr, Corporate Stays.com  
Liette Philippe, Liette P Meeting Planning Services  
Jessica Poon, Canadian Cardiovascular Society  
Brad Stratham, ClubLink  
Nathalie Tremblay, CMP, Crowne Plaza Gatineau-Ottawa  
Gabrielle Whittaker, Valor and Solutions

## **Member Awards and Recognition**

### **DORA DALIETOS, DIRECTOR**

The 2018 Prix Prestige Awards Gala was once again a huge success. Dora Dalietos continued in the Director role and Jill Garner was the Chair of the Prix Prestige Awards Gala with a 12-member volunteer committee. Event attendance was at 292 this year. Sponsorship was secured at \$45,000. The Committee worked diligently to ensure that the event generated revenue.

The focus for the event was the awards and positive feedback was received on the flow of the event - presenting the awards prior to the formal dinner. We plan to continue this format in 2019.

Very positive feedback was also received on the simplified nomination process for those nominating candidates for the awards categories. New this year, we developed a questionnaire to be sent to those nominated in the following three categories: Planner, Mentor and Supplier of the Year. This process made it consistent and fluid for those who were responsible to rate the nominations. Because of the success of the new process implemented for these categories, it has been decided to implement the process for all of the awards categories in 2019.

As Director of Signature Events for 2018-2019, Dora will be responsible for the Charity Auction Event as well as the Awards Gala, which will be supported by two subcommittees with appointed chairs and volunteers.

**Committee Members**

Angelita Aboukassam, Royal College of Physicians and Surgeons of Canada

Brent Beatty, FMAV

Kelly Brintnell, Tourism Kingston

Lira Buschman, CMP, Union of Canadian Transportation Employees

Dora Dalietos, Vis-a-Vis Events Inc.

Jill Garner, Royal College of Physicians and Surgeons of Canada

Meg LaPlante, Royal College of Physicians and Surgeons of Canada

Jasmine Leese, Intertask Conferences

Dana Mather, National Judicial Institute

Alison Peverley, The Ottawa Hunt and Golf Club

Rebecca Trafford, Chic & Swell

Scott Ventresca, Tourism Toronto

## COMMUNICATIONS

MARTHA TOBIN, VICE PRESIDENT

### Publications

LAURENCE LAVALLEE, DIRECTOR

2017 was an exciting year for the Publications Committee as we focused on our external and internal marketing strategies and additional efforts on developing our Social Media platforms (Twitter, Instagram, Facebook, and LinkedIn). With the online communications forum (Conventus) having been successfully transitioned from the printed newsletter (Communique), it was now possible to expend our Committee goals and strategies to better reflect the growing needs of our Chapter and Members in terms of communication and marketing.

The Publications Committee was represented by two subcommittees: Conventus subcommittee and Social Media subcommittee, which allowed for better focus.

#### **Conventus Subcommittee - Highlights and Accomplishments:**

The Conventus Subcommittee has an average of 12-18 committee members with regular or rotating roles that range from article writers, editors, publishers and much more. The Subcommittee has continued to develop and produce thought-provoking content for the online publication this year. *Conventus* articles reported on MPI Ottawa events, innovative tips for planners and suppliers, industry news, membership benefits and FAQs, MPI Global and Foundation updates, educational content and any other meetings industry-related topics. While we have scaled down this year on the number of articles being published per month, the *Conventus* subcommittee publishes approximately 5-10 articles per month.

Our dedicated Meetings Industry Influencer volunteer has had great success with getting various MPI Ottawa articles seen far and wide (nationally and international). Many of our Members' very own articles have been picked-up and shared by industry influencers, industry-related organizations, sites and magazines. This has increased our *Conventus* readership as well as expended our external reach and traffic on our website.

We have also worked this year on better streamlining the *Conventus* subcommittee by using Basecamp and communicating through this platform.

#### **Social Media Subcommittee – Highlights and Accomplishments:**

The Social Media Subcommittee grew exponentially in 2017. Many of the Publications Committee goals and focus were realized through Social Media this year as this is an every growing content sharing tool that must now be part of the Chapter's marketing and communications efforts. The MPI Ottawa Chapter has an official Twitter Page, Facebook Page and Group, Instagram Page and LinkedIn Profile. The subcommittee has been very successful this year in increasing followers and growing engagement on every platform by developing original and interesting content for each.

The Social Media Subcommittee consists mainly of two co-chairs who oversee the Chapter's Facebook, Twitter, Instagram and LinkedIn accounts with designated coordinators for each. This year, we focused on better



structuring and streamlining this Subcommittee to ensure all social media platforms are well covered and strategic in order to deliver on our marketing goals and objectives.

The social media co-chairs have been very successful in creating monthly social media calendars to ensure sponsors' deliverables are met, Chapter events are promoted, industry and membership tips and tricks are shared and much more. Chapter members are engaged on our social media platforms more than ever and now go to these platforms to get the information they need in regards to upcoming events, membership FAQs, MPI Global updates, etc.

The platform that expanded the most this year was our Instagram page. In July 2017, the page had approximately 200-250 followers. A year later, we stand at over 700 followers and it keeps on growing weekly.

Our social media platforms are crucial when it comes to promoting Chapters events, recognizing sponsors and helping increase ticket sales. This year, we refined and refreshed our 'communications checklist' in order to better promote the Chapter and our events to the membership through the means of social media. The checklist, submitted to the social media co-chairs four weeks prior to any Chapter event, has been working successfully over the last year and has allowed us to maximize our pre- and post-event communications and promotions strategies.

We have seen various new projects and initiatives come to life within our Social Media Subcommittee this year, such as the introduction of our first ever "Post-event Video". With the help of the Chapter's photographer, we created a photo montage video of the Charity Auction and Dinner event. This video was shared on our Facebook page, where it has had the most views, reach and engagement. It was shared by multiple sponsors, members and industry contacts. This confirmed that videos are a popular trend on social media that we must continue to develop and integrate in our marketing strategies.

We also introduced our first ever "Article Video Series" in which a committee member published weekly Live Videos on our Facebook page for the membership. This video series changed topics every week and had the purpose to inform and educate the MPI Ottawa membership on industry-related topics and concerns.

Our day to day activities on social media and many of our new initiatives has helped us meet and exceed our communications objectives of maximizing website traffic and engagement on social media platforms. They have also helped us in increasing and having a better communication with the membership and the industry at large. Our Committee activities this year has allowed us to have a bigger presence on social media and has proven to us that communicating through the means of social media is something the membership wants. As we take a look back at the 2017-2018 year, we will maximize the impacts of our efforts from this past year, both internally and externally, to expand on our current strategies in order to enhance the Chapter's communications and marketing.

Overall, we have accomplished many of our Chapter's communications and marketing stretch goals throughout the 2017-2018 year. In late 2018, a decision was made to restructure some of the Board in order to better streamline committees, Chapter volunteers as well as be more strategic. With this change, the Publications Committee changed its name to the Marketing Committee as of July 2018. While the Committee will still focus efforts on Conventus and Social Media, this new direction and change will better reflect the overall work of the Committee. We look forward to the year ahead to further develop our overall marketing strategy.

## **Committee Members**

Angelita Aboukassam, Royal College of Physicians and Surgeons of Canada  
Doreen Ashton Wagner, For Love and Business  
Cynthia Beaudin, Canada Foundation for Innovation  
Erin Bellwood, Greater Ottawa Homebuilders' Association  
Julie Bérubé, Casino du Lac-Leamy et Casino de Mont-Tremblant  
Kelly Brintnell, Tourism Kingston  
Jean-Guy Brunet, Applecrate  
Katherine Craig, The War Amps  
Jill Garner, Royal College of Physicians and Surgeons of Canada  
Andrew Horsfield, Lord Elgin Hotel  
Kim Hoy, Fun & Fancy Photography  
Melanie Hudson, National Association of Federal Retirees  
Darlene Kelly Stewart, Stonehouse Sales and Marketing  
Laurence Lavallée, Canadian Meat Council  
Brianna Lavoy, Canadian College of Health Leaders  
Katie Lemenchick, Mental Health Commission of Canada  
Rozanne Lyons, CMP, Intertask Conferences  
Alison Peverley, Hilton Garden Inn  
Jessica Poon, Canadian Cardiovascular Society  
Janette Rached, La Diva Events Services  
Violeta Ugarte, Meetings + Events Calgary

## **Community Outreach and Corporate Social Responsibility**

**CHRISS HOLLOWAY, 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 around the city.

### **Who did we support in 2017-2018 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 fundraising activity, the Charity Auction and Dinner. The event took place at the Delta Ottawa on February 1, 2018. Hopewell received \$11,389.00

On August 14th, 2017 MPI took to the greens at ClubLink ~ Club de Golf Hautes Plaines. 50/50 tickets were sold and Hopewell was the recipient of 50% of the monies collected.

### **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.

At the November 30, 2017 Festive Dinner, a food drive was planned, benefitting both the Moisson Outaouais and the Ottawa Food Bank. Members were encouraged to bring non-perishable food items to the event and additionally asked to 'tape-a-toonie' to the top. 134.4lbs of food was donated and money was collected in the form of 'toonies' and 50/50 sales and split equally between the two organizations.

### **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 typically support the Ottawa Food Bank, throughout the year by sorting hundreds of pounds of food to restock the shelves at the warehouse. In the 2017/2018 year, the Committee participated in only one sort due to scheduling conflicts and cancellations by the Ottawa Food Bank.

In addition to sorting food at the warehouse, the MPI Community Outreach Committee has participated in the Annual Food Sort Challenge in the past. This is a fast-paced corporate and community challenge, where teams of 10 compete head-to-head to see who can sort food the fastest! The cost is \$1000 to enter – each team member would be responsible for raising \$100. In 2018, it was scheduled in April conflicting with The EVENT, therefore, we were not able to participate. It is scheduled for May 3<sup>rd</sup> in 2019 so we are hoping to, once again, show our team spirit and engage in some friendly competition all while supporting this worthy cause.

As noted above, the Ottawa Food Bank was one of the charities that benefitted from the 'tape a toonie' drive and 50/50 proceeds at the November 30, 2017 Festive Dinner.

On December 1st, between 5:30 and 9:30 a.m., eight Community Outreach Committee volunteers participated in Project Give. Project Give is a full day of live broadcasts, stories, songs and charitable giving on CBC Ottawa. Our volunteers fielded phone calls and received pledges helping to raise over \$130,000.

For a 5th year in a row, Committee volunteers assisted the Ottawa Food Bank with the June 1, 2018, Food Aid Day, by serving lunch to guests on the lawn of Ottawa City Hall and helping to raise over \$58,000!!

### **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 February 1<sup>st</sup>, 2018 at the Delta Ottawa

Melissa McGuirk McNeil, Director of Advancement at the Ottawa Network for Education received a cheque in the amount \$11,389.00.

#### **Kiwanis Club of Ottawa (Christmas Food Hampers)**

The Community Outreach volunteers created ten teams of two members each (typically one committee member and a friend or family member of that committee member) to help the Kiwanis Club of Ottawa distribute Christmas food hampers to less fortunate families in the Ottawa-area. On December 16<sup>th</sup> 2017, a total of 600 hampers were delivered to 185 families by 65 volunteers.

#### **Snowsuit Fund**

The Snowsuit Fund is an Ottawa-based charity that raises funds for the purchase and distribution of snowsuits to needy children, 15 years and under, in our community. Now in their 38th year of operation, the Snowsuit Fund distributed over 16,000 new snowsuits during the 2017/18 season. They have managed to meet the challenge of keeping underprivileged kids warm during our cold winters.

Committee volunteers, were able to schedule three visits to the warehouse on October 31<sup>st</sup>, November 8<sup>th</sup> and December 5<sup>th</sup> 2017.

#### **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 during the August 14, 2017 MPI Golf Day that took place at ClubLink ~ Club de Golf Hautes Plaines. The Foundation received a payment equivalent to 50% of the monies collected.

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!

#### **These were your 2017-2018 Volunteers:**

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

Jessica Clifford, Canadian Nuclear Association

Katherine Craig, The War Amps

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

Chriss Holloway, Intertask Conferences

Andrew Horsfield, Lord Elgin Hotel

Sarah Landry, CMP, Carleton University

Lisa Levia, National Arts Centre

Diane Mongrain, Canadian Museum of Nature

Angela Munro, Cara Operations/Bier Markt

Rebecca Narr, CorporateStays.com

Liette Philippe, Liette P Meeting Planning Services

Jackie Taylor, Canadian Real Estate Association

Anita Wilson, Planner  
Karen Wright, Plan

## MINUTES OF THE 2017 ANNUAL GENERAL MEETING

**Thursday, September 14<sup>th</sup>, 2017**

17:30 – 18:00

Crown Plaza Gatineau-Ottawa  
2 Rue Montcalm, Gatineau, QC J8X 4B4

1. CALL TO ORDER: Jennifer McAndrew, President, called the meeting to order at 17:45. The Immediate Past-President was then called to the podium to Chair the proceedings.
2. ESTABLISHMENT OF QUORUM: Ryan Young, Immediate Past-President, called upon Alexis St-Cyr, interim Chapter Association Manager, to determine if a quorum was present. Alexis confirmed quorum.
3. ACCEPTANCE OF THE AGENDA: It was moved by Jennifer McAndrew and seconded by Darlene Kelly Stewart to accept the agenda as circulated. Carried.
4. APPROVAL OF THE 2016 ANNUAL GENERAL MEETING MINUTES: It was moved by Doreen Ashton Wagner and seconded by Marc Forgette to approve the minutes of the 2016 Annual General Meeting. Carried.
5. AUDITED FINANCIAL STATEMENTS: Nicolaas Sont, Vice President of Finance, moved to dispense with the reading of the 2016-2017 financial statements of MPI Ottawa and the Auditors' Report, prepared and signed by the accounting firm Parker Prins Lebano, and to accept them as circulated. It was seconded by Ryan Young. Nicolaas spoke to the motion, presented a summarized overview of the Chapter's finances and informed the membership of the renewal of Parker Prins Lebano's two (2) year term as auditors for MPI – Ottawa Chapter. A vote was then called and the motion carried.
6. PRESENTATION OF THE ANNUAL REPORT: Ryan Young 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. PRESENTATION OF THE MEMBERS ONLY INTERFACE: Martha Tobin, Vice President of Communications addressed the membership and introduced the *Members Area* on the MPI Ottawa Website. A demonstration was provided, including an overview of the members directory, search fields and means to update personal credentials.
8. ADJOURNMENT: It was moved by Martha Tobin and seconded by Jennifer McAndrew to adjourn the meeting. Carried. Meeting adjourned at 18:05.

## 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
2016-2017	Ryan Young
2017-2018	Jennifer McAndrew