



2018-2019

ANNUAL REPORT

**Presented at the
Annual General Meeting
September 10, 2019**

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2018-19 BUSINESS PLAN

Vision

MPI Global: Leading and empowering the meeting and event community to change the world.

Mission

MPI Global: Connect the global meeting and event community to learn, innovate, collaborate and advocate.

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

Strategic Imperatives

MPI Global:

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 and 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 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.mpiweb.org/chapters/ottawa.

2019-2020 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 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. MPI Ottawa will continue to be the go to association in Ottawa for the best professional networking opportunities through

our signature and member events. We will also focus on growing our membership through student members and following up with non-members who attend our events.

Tools and Resources

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

Funding: Our Chapter has an estimated revenue of \$279,729.00CAD to fund Chapter activities in the 2019-2020 budget.

Time and Talent: Our Chapter has 81 volunteers, who - on average – can devote 5 - 7 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 MPI Global, especially:

- Chapter Business Manager
- Chapter Leaders webpage
- Content and speaker database
- Chapter Business Summit and WEC
- Membership directory
- Webinars
- Past presidents
- Other chapters websites
- MPI Foundation

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
- Review the 18 month calendar at each monthly Board meeting

Products and Services

- Educational sessions
- Networking/social events
- Fundraising events
- CMP Study Group
- CMP Bootcamp
- Complimentary “Lunch & Learn” discussions for Chapter members
- “Taste & Network” events for Chapter members
- Partnership/sponsorship opportunities
- Website advertising opportunities

- Online Chapter Membership Directory
- Website
- MPI *Conventus* (Online)
- Career and Resume postings (via member-only weekly newsletter)
- RFP postings (via member-only website section)
- Social Media (Twitter, Facebook, LinkedIn...)
- Cooperation with other chapters
- Cooperation with other associations

Goals and Objectives:

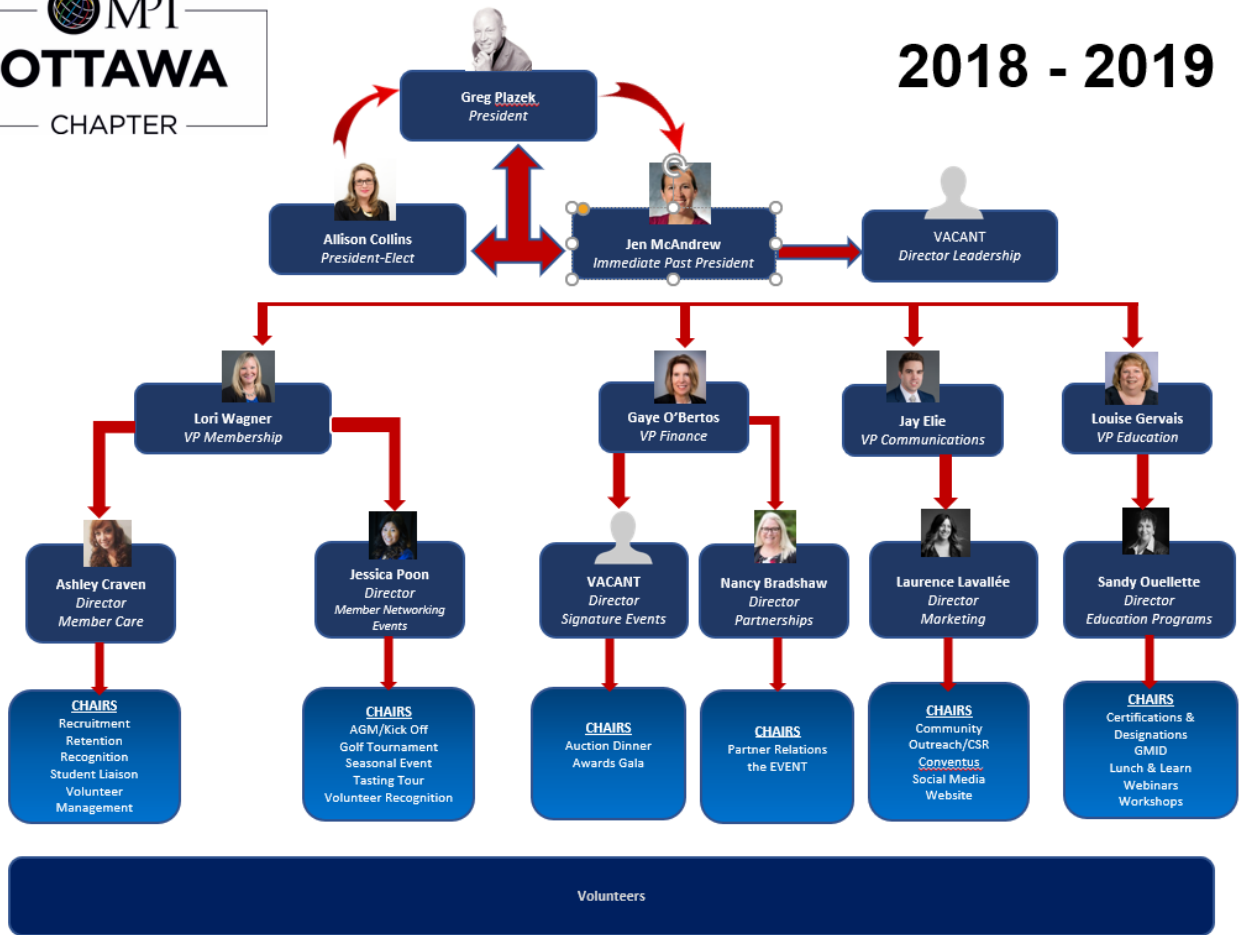
1. Position our networking and educational events as the "must attend" industry events in Ottawa.
2. Increase membership satisfaction and provide members with a more apparent return on investment, including new member benefits.
3. Create a digital environment where members can engage with each other as well as others from the meetings industry.
4. Encourage mentorship opportunities amongst members.
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 Global educational support programs and grants via our continual support of the MPI Foundation.

BOARD OF DIRECTORS

Organizational Structure



2018 - 2019



Name	Position
Greg Plazek	President
Allison Collins	President-Elect
Jennifer McAndrew	Immediate Past President
VACANT	Director, Leadership
Lori Wagner	Vice President, Membership
Gaye O'Bertos	Vice President, Finance
Jay Elie	Vice President, Communications
Louise Gervais, CMP, CMM	Vice President, Education
Ashley Craven, CMP	Director, Member Care
Jessica Poon	Director, Member Networking Events
VACANT	Director, Signature Events
Nancy Bradshaw, CMP	Director, Partnerships
Laurence Lavallée	Director, Marketing
Sandy Ouellette	Director, Education Programs

PRESIDENT'S MESSAGE

GREG PLAZEK, PRESIDENT

I will begin my annual report by thanking all MPI members for allowing me to take on the role as President of the Chapter for 2018-19. This was an incredible experience, which not only challenged me on a regular basis, but also took me out of my comfort zone. On the flip side, I have also never felt such pride in seeing all that the Chapter achieved during my term. This past year has been a life experience that I will reflect on for many years to come and with an incredible amount of gratitude and dignity.

My focus coming into the year was really getting back to basics. I realized quickly that there are so many moving parts at any given time through the year that we needed to force ourselves, as a Board, to do regular check-points on many areas. These included detailed and consistent questions about each event coming up on our calendar for the following three months, a review of the previous month's financial reports and Membership numbers and trends as well as any member feedback. I hope this allowed me to be a better leader for the Board and give us a sense of consistency and direction.

Financially, we began the year with one focus, and that was to NOT run a deficit. I can only say a huge thank you to all the Board members and all the various committee chairs and countless volunteers who all helped us to finish the year under budget in our Chapter expenses. I am extremely happy to report to you that we did finish the year with a surplus. This involved some very hard conversations as well as some true creativity. Many times, I thought of the phrase "Champagne tastes on a Beer budget". The quality of the programs and events that MPI Ottawa offered last year were never compromised and this is a testament to the calibre of our dedicated volunteers.

There were so many highlights to last year and I find myself smiling as I write about them. Our Chapter has always prided itself in the education programming that we provide to our members. Last year was no exception. Our incredible Education portfolio provided creative and current education in October, November as well as webinars in January. In February, we resurrected the Round Table luncheon where there were table discussions and it proved to be a big success! GMID in April was once again, a high-quality successful event.

We shook things up in the Member Networking Events portfolio last year by moving the annual Golf tournament to September from August and combined this with our AGM and Kickoff event. The Festive Dinner was one of the most memorable in recent history and Tasting Tour took us to the Outaouais for an unforgettable experience.

Our hard-working student sub-committee once again held a very successful evening of mentoring in February with a group of eager student members and young professionals alongside some industry veterans. Our signature events for the Chapter, the Charity Auction Dinner as well as the Prix Prestige Awards were resounding successes to say the least. We raised over \$21,000 for two local charities as well as nearly \$2,500 for the MPI Foundation at a 70's Game-Show themed spectacle of an evening. We all felt the VIP treatment as we celebrated excellence in our Chapter at the Awards Gala. Congratulations to all the volunteers who worked so tirelessly on these events.

We ended the calendar year by having nearly 60 of our members attend the MPI World Education Congress in Toronto in June. This placed us 2nd for the highest percentage of members attending the event among all chapters (except the Host city). Ottawa's voices were heard loudly and proudly.

To summarize, we are truly blessed at MPI Ottawa with the level of member that makes up our Chapter. I have truly been inspired by how much work and volunteer hours are dedicated each year. I also want to extend a huge thank you to our team at Events Management Plus who keep the administration of the Chapter running smoothly. We truly could not have been as successful as we were in 2018-19 without your expertise, resources and patience. I also need to give a heartfelt thank you to each member of the MPI Ottawa Board

of Directors as well as all the Committee Chairs. Words cannot express how much I appreciate all that you did last year.

I feel so confident to hand the Office of President over to Allison Collins for the 2019-20 year. Allison has proven for so many years how much she cares about our industry and our Chapter. Her energy, insightfulness and common sense will help us navigate through whatever the next year will bring us.

A handwritten signature in black ink, appearing to read "Greg Plazek". The signature is fluid and cursive, with the first name "Greg" being more prominent than the last name "Plazek".

GREG PLAZEK

PRESIDENT-ELECT'S MESSAGE

ALLISON COLLINS, PRESIDENT-ELECT


As my year as President-Elect comes to an end, I reflect on all the accomplishments and success we've had not only as a Board, but as a Chapter. Having been on the Board for over five years in different capacities; Director of Community Outreach, Director of Strategic Alliances and VP of Membership, I was excited, and continue to be excited, about moving into the role of the President. I truly believe our Chapter is moving in the right direction and with the dedicated and remarkable volunteers we have, I am confident we will continue to succeed and stand out as a Chapter, making us the first choice for our industry's professional career development and networking.

One of the main areas of focus for the President-Elect role involves being a liaison between the Chapter, the Board and the MPI Foundation. As a Board, we decided at the beginning of the year to give back \$2.00 per registration fee to the Foundation. We were one of the first Chapters globally to take this on and have been praised by the Foundation and MPI Global for the support we've shown. We decided to do this because many of our members have had the opportunity to receive grants and scholarships that have helped them grow their career. Some of the examples of scholarships received by our members are; CMM certificate, WEC attendance, annual membership dues. Jennifer Beatty, currently the Canada Council Chair on the Global Board for the MPI Foundation and, formerly, our Chapter President, has worked very closely with our Chapter to continue to engage our members and encourage them to apply for these scholarships. As a Board, we felt this was important to support and just this past April at our Board retreat we approved the MPI Foundation being a recipient as one of our charities to receive a portion of the funds we raise at our Charity Auction Dinner. Moving into next year, we want to continue to encourage our members to apply to the MPI Foundation to grow their opportunities within our industry and support our members in growing their careers. I am very proud of what our Chapter has done this past year and will continue to do to support the MPI Foundation.

I mentioned above how proud I was of the accomplishments we achieved as a Chapter this past year and want to outline a few of these:

- At WEC this year in Toronto, and with over 60 MPI Ottawa members in attendance, we had the 2nd highest attendance based on a percentage of our Chapter. As such we were recognized by Global and will be given some funds to allocate towards our Education programs next year.
- The EVENT, which was started by one of our very own Ryan Young, received a Rise Award at WEC. The EVENT was created as a collaborative initiative between the Montreal & Quebec, Toronto and Ottawa Chapters and has since been recognized as an innovative and creative conference.
- We have become one of the leading Chapters globally for our student mentoring program, where we were interviewed this year by MPI Global to share our best practices on how to engage our student members.

My role this year as President-Elect was to take in as much as I could, listen, learn and prepare myself for the upcoming year as President. Under the leadership of Greg Plazek as President, I feel the positivity and excitement as we all look ahead. My goal is to continue to build on this energy and as I embark on this upcoming year with all of you I look forward to leading our Chapter into another successful year!



ALLISON COLLINS

PAST PRESIDENT'S MESSAGE

JENNIFER MCANDREW, IMMEDIATE PAST PRESIDENT

As the Immediate Past President (IPP), my role was to assist with the Governance and Nominations Committee, which is tasked with recruiting, interviewing, and helping onboard new board members for the subsequent fiscal year; as well as providing support to the Office of the President to ensure continuity during the transition.

The 2019-20 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.

This year we also conducted a full audit and revision of the MPI Ottawa Policies and Procedures manual in order to ensure that it was in align and reflective of the Chapter's strategic goals.. As the Chapter evolves, our policies need to be cognizant of this. This was a long process with the involvement and input of all portfolios, but we feel we have a policy manual that is a living document and properly supports the needs of the Chapter and our members.

the **EVENT**

The IPP is the Chapter's liaison with the EVENT co-chairs to ensure Board input and the Chapter's voice throughout the planning and delivery of the EVENT. The EVENT was held at Hotel Bonaventure in Montreal on April 4-6 and 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. The EVENT was recognized by MPI International with the 2019 Rise Award for Innovative Educational Programming at this year's WEC in Toronto. Showing the rest of our industry that we are truly leaders and innovators.

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 all of us.



JENNIFER MCANDREW, MBA, CED, DES

FINANCE

GREG PLAZEK, PRESIDENT

Statement of Financial Position

Financially, we are in a slightly better position in 2019 than we were in 2018.

The Chapter needs to continue to target higher assets over current liabilities to make sure that funds are available to meet future obligations. We need to be incredibly vigilant with respect to our monthly financial situation and work towards rebuilding reserves for the future.

Statement of Operations

Decreases in online advertising revenue, sponsorship and ticket sales lead to a decrease in revenue for the year-end of June 30, 2019 (\$272,240.00) relative to the previous year June 30, 2018 (\$294,715.00). Although we had approximately \$22,500.00 less revenue over last year, we also had approximately \$51,000.00 less in expenses than last year.

One of the reasons that we have identified for a decrease in sponsorship this past year was that the MPI World Education Congress (WEC) was hosted in Toronto in June 2019. This event did cannibalize some of the traditional sponsorship funds that MPI Ottawa can usually count on. It is hard to put an exact number to this, however, an estimate would be at least \$20,000.00.

On a positive note, education expenses (education and strategic education combined) were half of what we spent last year. Board of Director expenses were reduced further over last year by almost \$7,000.00. Member events expenses were also almost half of last year. This was partially because we didn't host the June event, but mainly due to the entire Committee's hard work throughout the year.

Summary

One of our biggest goals this past year was to finish the year with a surplus. We had projected a surplus of \$12,389.00 and although we ended up with a surplus of only \$1,548.00 this was still a surplus. This was critical in turning the financial corner for the Chapter after reporting a deficit of \$27,144.00 in the previous year.

This achievement was only possible through the hard work of our Board of Directors and all committee chairs as they did an incredible job of controlling expenses.

Financial Statements for the Year Ended June 30, 2019

**MEETING PROFESSIONALS INTERNATIONAL
CANADA
OTTAWA CHAPTER**

FINANCIAL STATEMENTS

JUNE 30, 2019

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INDEPENDENT AUDITORS' REPORT

To the Members of:

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

Qualified Opinion

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, 2019, and the Statements Of Changes In Net Assets, Operations, and Cash Flows for the year then ended, and Notes To The Financial Statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph section of our report, the accompanying financial statements present fairly, in all material respects, the financial position of Meeting Professionals International Canada - Ottawa Chapter as at June 30, 2019, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

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, excess of revenue over expenses, current assets and net assets.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditors' Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of Meeting Professionals International Canada - Ottawa Chapter in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the 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.

In preparing the financial statements, management is responsible for assessing Meeting Professionals International Canada - Ottawa Chapter's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate Meeting Professionals International Canada - Ottawa Chapter or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing Meeting Professionals International Canada - Ottawa Chapter's financial reporting process.

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material

misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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 Meeting Professionals International Canada - Ottawa Chapter's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on Meeting Professionals International Canada - Ottawa Chapter's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause Meeting Professionals International Canada - Ottawa Chapter to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

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

Ottawa, Ontario
August 16, 2019

**MEETING PROFESSIONALS INTERNATIONAL CANADA -
OTTAWA CHAPTER**
STATEMENT OF FINANCIAL POSITION
AS AT JUNE 30, 2019

	2019	2018
ASSETS		
CURRENT		
Cash	\$ -	\$ 14,098
Short-term investments (note 3)	3,874	3,687
Accounts receivable	20,470	28,617
HST receivable	5,743	5,743
Prepaid expenses	408	-
	\$ 30,495	\$ 52,145
LIABILITIES		
CURRENT		
Bank indebtedness	\$ 227	\$ -
Accounts payable and accrued liabilities	6,521	11,816
HST payable	1,059	-
Deferred revenue - Sponsorship	-	26,374
Deferred revenue - Advertising	7,185	-
	14,992	38,190
NET ASSETS		
Unrestricted	(8,278)	(9,826)
Internally restricted - Advance Education Fund (note 6)	23,781	23,781
	15,503	13,955
	\$ 30,495	\$ 52,145

**MEETING PROFESSIONALS INTERNATIONAL CANADA -
OTTAWA CHAPTER**
STATEMENT OF CHANGES IN NET ASSETS
FOR THE YEAR ENDED JUNE 30, 2019

	<u>2019</u>	<u>2018</u>
UNRESTRICTED NET ASSETS		
Balance, beginning of year	\$ (9,826)	\$ 17,318
Excess (deficiency) of revenue over expenses	<u>1,548</u>	<u>(27,144)</u>
Balance, end of year	<u>\$ (8,278)</u>	<u>\$ (9,826)</u>
INTERNALLY RESTRICTED NET ASSETS - ADVANCE EDUCATION FUND (Note 6)		
Balance, beginning and end of year	<u>\$ 23,781</u>	<u>\$ 23,781</u>

**MEETING PROFESSIONALS INTERNATIONAL CANADA -
OTTAWA CHAPTER**
STATEMENT OF OPERATIONS
FOR THE YEAR ENDED JUNE 30, 2019

	<u>2019</u>	<u>2018</u>
REVENUE		
Communications	\$ 19,669	\$ 15,801
Community outreach	113,428	120,899
Education events	4,220	5,412
Interest	782	2,298
Membership	8,069	8,860
Member events	36,124	44,469
Other revenue	17,000	16,749
Recognition and awards	66,438	55,760
Strategic education (GMID)	<u>6,510</u>	<u>24,467</u>
	<u>272,240</u>	<u>294,715</u>
EXPENSES		
Board of directors	11,650	18,579
Communications	8,540	14,110
Community outreach	91,474	80,882
Education events	17,130	9,078
Finance	11,808	11,779
Management fees and expenses	68,904	64,975
Membership	1,860	2,036
Member events	19,380	36,722
Publications	126	4
Recognition and awards	38,513	56,667
Strategic education (GMID)	<u>1,307</u>	<u>27,027</u>
	<u>270,692</u>	<u>321,859</u>
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	<u>\$ 1,548</u>	<u>\$ (27,144)</u>

**MEETING PROFESSIONALS INTERNATIONAL CANADA -
OTTAWA CHAPTER**
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED JUNE 30, 2019

	<u>2019</u>	<u>2018</u>
CASH FLOWS (USED FOR) FROM OPERATING ACTIVITIES		
Excess (deficiency) of revenue over expenses	\$ 1,548	\$ (27,144)
Items not affecting cash:		
Accrued interest on investment	<u>(187)</u>	<u>-</u>
	1,361	(27,144)
Net changes in non-cash items related to operations:		
Accounts receivable	8,147	(25,103)
Prepaid expenses	(408)	1,000
Accounts payable and accrued liabilities	(5,295)	(12,858)
Government remittances payable	1,059	(4,417)
Deferred revenue - Golf Day	-	(3,050)
Deferred revenue - Sponsorship	(26,374)	(126)
Deferred revenue - Advertising	<u>7,185</u>	<u>-</u>
	<u>(14,325)</u>	<u>(71,698)</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Sale of investments	<u>-</u>	<u>23,956</u>
DECREASE IN CASH AND EQUIVALENTS	(14,325)	(47,742)
CASH AND EQUIVALENTS, BEGINNING OF YEAR	<u>14,098</u>	<u>61,840</u>
(BANK INDEBTEDNESS) CASH AND EQUIVALENTS, END OF YEAR	<u>\$ (227)</u>	<u>\$ 14,098</u>

Notes to Financial Statements

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

NOTES TO THE FINANCIAL STATEMENTS
JUNE 30, 2019

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.

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. SHORT-TERM INVESTMENTS

Short-term investments in mutual funds, consisting of a TD Comfort Balanced Portfolio, are recorded at cost (fair market value 2019 - \$4,062, 2018 - \$3,891).

4. 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, 2018.

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

NOTES TO THE FINANCIAL STATEMENTS (continued)
JUNE 30, 2019

5. COMMITMENTS

The organization has contracted for administration and management services expiring July 31, 2020. Future minimum contract payments total \$65,000 and include the following payments over the next two years: 2020 \$60,000; 2021 \$5,000.

6. INTERNALLY RESTRICTED NET ASSETS - ADVANCE EDUCATION FUND

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

PARTNERSHIPS

NANCY BRADSHAW, CMP, DIRECTOR

In the 2018-2019 fiscal year the Partnerships portfolio did not reach its target due to increased competition for sponsorship dollars. The unique opportunity for our sponsors to have a presence at WEC in Toronto resulted in less funds available to sponsor our Chapter. With continued support from our partners we were able to finish strong with \$81,400.00 in sponsorship, missing our 2018-19 target by only \$5,750.00.

In response to the on-going issues of audience distraction during partnership stage time, the Signature Events Committee created new opportunities for our partners to showcase their brands on stage. Partner stage time was woven into the game show theme at the Charity Auction and resulted in very positive feedback from both the partners and the member attendees. At the Prix Prestige Awards Gala, partners and past winners interviewed each other to showcase the partner brand and successfully captured the audience attention.

Our partnership care initiative was very successful. Prompt responses, thank you notes, and event photos enabled our partners to promote their partnerships in a positive and timely manner, increasing their ROI. To better align our fiscal year with our partners' budgeting process and timelines, we have created a new prospectus that covers 2019 and all of 2020. This presents the partners with the partnership opportunities in a time frame that matches their fall budget planning for the next year. We have revamped the social media benefits for 2019-20 season and offered new partnership levels to become more accessible to the local suppliers.

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

Committee Members

Nancy Bradshaw, Tourism Saskatoon (*Director*)

Allison Collins, Sheraton Vancouver Wall Centre Hotel

Tami LeBlanc, CMP, The Algonquin Resort

Greg Plazek, Marriott Hotels of Canada

SIGNATURE EVENTS

SANDY OUELLETTE, INTERIM DIRECTOR

2018-2019 was the first year that we operated under a new organizational structure, which placed our Chapter's two largest and most high profile networking events under the guidance of one Director. Dora Dalietos began in this role, but due to unforeseen circumstances had to resign from this role in mid-October. Sandy Ouellette generously offered to fill this role on an interim basis for the balance of the year.

Charity Auction Dinner

On January 31st, over 500 attendees gathered for the 15th Annual MPI Charity Auction & Dinner, which took place this year at the EY Centre. The organizing committee transported attendees back to the 1970s with help of some amazing, groovy and "far out" decor. Many people took this theme to heart and showed how to be truly "Groovy Baby" by dressing for the era.

Fundraising was done via amazing and generous donations to a Silent and Live Auction as well as a 50/50 draw. The two charities benefiting from the evening's fundraising endeavours were the Ottawa Network for Education's School Breakfast Program and Hopewell – Eastern Ontario's Only Eating Disorder Support Centre.

The MPI Ottawa Chapter proudly supports the work of these organizations and sincerely appreciates the value that they add to our community. New this year was the addition of the MPI Foundation being the recipient of the 50/50 raffle prize. We were also honoured to host a representative from both charities as well as the Executive Director of the MPI Foundation, International. Thanks to the bidders, the event raised a total of \$21,000, split between the Ottawa Network for Education's School Breakfast Program and Hopewell. Additionally, the MPI Foundation received \$1,245 from the 50/50 draw.

The Sub-committee included volunteer members who focused on the planning of the event, while others (members of the Community Outreach and CSR Sub-committee) supported the fundraising aspect of the event. This proved to be successful – the feedback from the evening was overwhelmingly positive and this was a team effort from start to finish.

Prix Prestige Awards & Gala

Each year, MPI Ottawa hosts the Prix Prestige Awards Gala. This is a time to Celebrate Excellence of our active members for their commitment, service and involvement in the chapter, industry and community at large. The Member Care committee worked incredibly hard to fine-tune the nomination and evaluation process for Nominees this year. Everyone involved felt that the process was extremely fair and unbiased. Feedback was provided to allow the process to be even better for next year!

This year on May 15th guests showed perseverance to get to the big event at the Hilton Lac Leamy & Casino Lac Leamy by braving heavy traffic and Ottawa/Gatineau bridge closures due to historic flooding on the Ottawa River.

Following a networking reception, guests were treated to a new theme and format for the awards presentation portion of the event – Oscar style. Each award category was co-presented by one of the valued partners alongside last year's winners in that same category. This new concept provided a more interactive

and engaging experience for our sponsors allowing them to convey their messages to the audience in a creative way and to again acknowledge the recipient of the award from the previous year.

Congratulations to all nominees and to the following award recipients:

- Student of the Year: Alexandra Melbourne, Canadian Bureau for International Education
- Rising Star: Courtney Jones, CMP, Royal College of Physicians and Surgeons of Canada
- Volunteer of the Year: Angelita Aboukassam, Royal College of Physicians and Surgeons of Canada
- Planner of the Year: Riccarda Galioto, Association of Medical Microbiology and Infectious Disease (AMMI) Canada
- Supplier of the Year: Ryan Young, Brookstreet Hotel
- Mentor of the Year: Brian Henry, Quality Entertainment
- Honorary Member Award: Ruta Klicius
- President's Award: David Dugas, D.E. Systems Ltd.

The Awards portion was followed by a delicious culinary experience enjoyed by nearly 300 attendees.

Committee Members

Christina Amos, Ottawa Tourism

Kelly Brintnell, Tourism Kingston

Erin Bellwood, Greater Ottawa Home Builders Associations (Co-chair, Charity Auction Dinner)

Jessica Clifford, Canadian Nuclear Association

Dora Dalietos (Director)

Brian Henry, Quality Entertainment

Chriss Holloway, Intertask Conferences, a JPdL Company

Courtney Jones, CMP, Royal College of Physicians and Surgeons of Canada

Sarah Landry, CMP, Carleton University

Jasmine Leese, JPdL DMC Ottawa

Marye Ménard-Bos, CMP, CMM, National Judicial Institute

Maryse Morin, Hilton Lac Leamy

Rebecca Naar, Corporate Stays.com

Sandy Ouellette, Algonquin College (Interim Director)

Alice Parnis, AV-CANADA

Alison Peverley, Association of Medical Microbiology and Infectious Disease (AMMI) Canada

Paige Prothero

Kraig Paul Proulx

Rebecca Trafford, Chic + Swell Event Designers (Chair, Prix Prestige Awards Gala)

Violeta Ugarte, Meetings & Conventions Calgary (Co-chair, Charity Auction Dinner)

Karen Wright – Algonquin College

EDUCATION

LOUISE GERVAIS, CMP, CMM, VICE PRESIDENT

The Education Portfolio had three key goals this past year:

- Maintain/exceed the 4.22% education satisfaction goal to achieve the target metric as prescribed by MPI Global.
- Raise the profile of the Global Meetings Industry Day (GMID) program to the membership and other industry associations as the event to attend in Ottawa.
- Develop a communications strategy to increase awareness of professional development opportunities to members.

These goals were supported by several action items to ensure that we met our targets. We are pleased to confirm that the Chapter obtained an average education satisfaction rate of 4.40% out of 5 for the educational content provided to our members. We raised the profile of the GMID program and offered valuable educational content to our members and other industry association members and will continue the discussion on how to further collaborate within our industry and elevate the impact of the events industry.

We also offered a very successful Certified Meeting Professional (CMP) Boot Camp and CMP online educational opportunities to those members who wished to partake in preparation for the CMP exam. We understand the importance of this designation to our members and, as such, we are an approved preferred provider with the Events Industry Council. This ensures that the educational content that the Chapter delivers meets the criteria required for the application and maintenance of the CMP designation.

Finally, we profiled other professional development opportunities to our members including what is available through the MPI Academy, scholarships and certifications. We plan to continue to update and provide access to this information regularly on our website and through the Chapter's *Conventus* and social media networks. We are pleased that some of the Ottawa Chapter members who attended this year's MPI World Education Congress (WEC) did so through an MPI Foundation scholarship.

In addition to the educational programming put on by the Chapter, we also receive educational credits for the EVENT, which is planned by a separate committee comprised of volunteers from the MPI Ottawa, MPI Montréal & Québec and MPI Toronto Chapters. All three chapters were recognized for this collaborative initiative and received the MPI RISE Award for Innovative Educational Programming at the WEC in Toronto in June 2019. The founders of the EVENT (Ryan Young, Marie-France Watson and Tim Whalen) were given a platform at WEC to share the experience from the conception of the idea to the execution of this educational experience.

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

Sandy and I are excited to hand over the reins to two extremely capable Chapter members, Nicole Jeffrey, CMP and Desmond Lomas, CMP as VP of Education and Director of Education Programs respectively.

Education Programs

SANDY OUELLETTE, DIRECTOR

The Education Programs Committee was responsible for developing the Chapter's educational offerings based on member feedback, research, and the Chapter's strategic plan while meeting our commitment to MPI Global to offer a minimum of six educational credits to our members per program year.

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

Highlights

Below is a brief run-down of the educational offerings, which were accredited by the Events Industry Council, in 2018-2019:

- **Workshop: Accessibility Matters: Meet Your Legal Obligations, Make Your Clients Happy and Get More Referrals** – Constance Exley, Access Ontario (October 2018)
- **Lunch and Learn: Event Emergency Response Plan for the Meeting Professional** – Louise Gervais, CMP, CMM, Royal College of Physicians and Surgeons of Canada (November 2019)
- **Live Webinar: “#Metoo Movement” Impacts on Event Planners** – Anne Thornley Brown, Executive Oasis (January 2019)
- On-demand webinars available through MPI Global were promoted to the membership during the month of January 2019. These included:
 - *Strategic Hotel Contracts: Plan & Think Before You Ink* - 1 Hour Domain D: Financial Management
 - *Art of the Deal: Hotel and Contract Negotiations* - 1 Hour Domain D: Financial Management
 - *Food for Thought: 2018 Trends in Menu Design* - 1 Hour Domain G: Meeting or Event Design
 - *Breaking Barriers: Budget and cost-saving strategies* - 1 Hour Domain A: Strategic Planning
- **Engaging Conversations Round Tables** (February 2019). Six facilitated discussions took place on the following topics:
 - *Creating RFPs That Work For You* – Mireille Faucon, Events Par Excellence Inc., Nancy Bradshaw, CMP, Tourism Saskatoon; Allison Collins, Sheraton Vancouver Wall Centre
 - *Room Block Management* - Carole Brault, CMP, Federation of Canadian Municipalities
 - *Collaborative AV: Win-Win Partnerships?* – Alice Parnis, AV Canada
 - *Food & Beverage: How to Stay Trendy (Sexy) in the Industry* - Patrick Turcot, Shaw Centre
 - *Event Technology Tools: Tips, Apps and Navigating Potential Pitfalls* - David Dugas, D.E. Systems
 - *Engaging Event Design with your Budget in Mind* - Jennifer McAndrew, Mastermind Event Rentals
- **Global Meetings Industry Day (GMID): Events on a Global Stage – Marketing with a Global Reach** (April 2019):
 - *Event Marketing Essentials* – Drew Holmgreen, Meeting Professionals International
 - *Behind the Scenes at The Ottawa International Animation Festival* – Kelly Neall, The Ottawa International Animation Festival
 - *Influencers Without Borders: Your Event Marketing Secret Weapon* – Rachel Stephan, Sensov Event Marketing and snöball event influencer marketing
 - *International Meeting Architect* – Joanne Charlebois, Speech-Language & Audiology Canada

Influence Award

At GMID, the Chapter recognizes a local influencer on the local community. In 2019, MPI Ottawa presented the Influencer Award to the Shaw Centre for its leadership role in implementing policies and programs that set the bar for the meeting industry and have a direct impact on the community, specifically the Centre's ORCA system, which transforms food waste into environmentally-safe water that flows back into the municipal system.

Thank you to all of the dedicated volunteers who ensured the delivery of the Chapter's educational opportunities to our members.

Committee Members

Angelita Aboukassam, Royal College of Physicians and Surgeons of Canada (*Co-chair, GMID*)

Julie Aziz, Hilton Garden Inn and Homewood Suites Ottawa Downtown

Erin Bellwood, Greater Ottawa Homebuilders' Association

Dianne Dodds, CMP, Royal College of Physicians and Surgeons of Canada (*Chair, Engaging Conversations*)

David Dugas, D.E. Systems Ltd. (*Co-chair, GMID*)

Theresa Ellwood

Kalli Foster, Canadian Bar Association

Patricia Gougeon, CMP, Canadian Construction Association

Paul Glover, CMP, Canadian Bar Association (*Chair, CMP Study Group and Boot Camp*)

Nicole Jeffrey, CMP, Canadian Produce Marketing Association

Courtney Jones, CMP, Royal College of Physicians and Surgeons of Canada

Anne Lamarche, CMP, International Actuarial Association

Meg LaPlante, Royal College of Physicians and Surgeons of Canada

Karen Norris, CMP, Canadian Association of General Surgeons of Canada (*Certifications and Designations*)

Sandy Ouellette, Algonquin College (*Director*)

Maureen Prebinski, Nobel Women's Initiative

Kristina Sabourin, Royal College of Physicians and Surgeons of Canada

Claudia Urrutia, CMP, The Westin Ottawa

MEMBERSHIP

LORI WAGNER, VICE PRESIDENT

The Vice President of Membership is responsible for supporting Member Care and Member Networking Events.

Member Care was led by Ashley Craven, CMP. A few years ago, Member Care was subdivided into different categories: member retention, member recruitment and student liaison. In 2019, volunteer management committee member also moved under the Director of Member Care position. One of the Member Care's primary focuses is ensuring that our members receive regular contact and follow-up. For the past two years, with the help of a dedicated Committee, we achieved a consistent process of monthly calls. Throughout this process, we received some valuable feedback from our members, which in turn helps us address any concerns that were raised. We also started to reach out to non-members attending our events to encourage them to consider joining MPI and attending future events. In addition to this initiative, members of the student liaison sub-committee have been proactive in putting together a plan to reach out to other colleges that offer hospitality programs. The sub-committee has also successfully hosted quarterly DIY get togethers encouraging current members and potential student members to attend and network. One of the most successful initiatives held for the second time this year was a mentorship "speed dating" event attended by both senior planners and students. At MPI WEC in Toronto this year, we were able to share with other chapters our best practices in regards to membership and this was well received by Global. The Committee also participated as exhibitors at CSAE Tête-à-Tête and the Executive Travel Show to promote MPI membership and follow-up was completed.

Two new responsibilities were added to the Member Care Committee – recognition and volunteer management. I'd like to thank Meg LaPlante and Gabrielle Whittaker for their hard work in developing a new rating process, which was used for determining recipients of the awards presented at the Prix Prestige Awards Gala. Volunteer management was led by Dennis Turpin. In this role, he worked closely with Chapter committees to match volunteers to committees based on compatible goals, skill sets and available time to provide a meaningful volunteer experience.

I'd like to extend my deepest gratitude to Ashley for her passion and hard work in leading Member Care for the past two years. While she is leaving this role, Ashley will be staying on the Board as VP Finance. We welcome Karen Wiersma to the Director of Member Care.

Member Networking Events was led by Jess Poon. The Committee delivered the following events this year: Golf, AGM and Kick-off, Festive Dinner, and the Tasting Tour. The goal of these events is to promote networking within our Chapter. For the first time, the golf tournament and AGM were combined into one event. We received positive feedback so will continue to run the same format in 2019. The Festive Dinner was one of our most successful to date and included entertainment from Committee volunteers. The tasting tour this year was held in Gatineau to showcase many of the culinary opportunities in that area. As many of our Chapter members were attending the MPI WEC, which was scheduled over the same dates as the Chapter's June Bash, the Board made the decision to cancel the June networking event.

Jess' term on the Board is now complete and Anthony Vasconcelos will be taking over for the 2019-2020 year. I want to thank Jess for taking on the role as Director of Member Events and for the great job she did leading these events with her volunteer members.

Member Care

ASHLEY CRAVEN, CMP, 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. The Student Liaison Subcommittee, which reports to the Member Care Committee, focuses on supporting the student members.

The focus this year on was nourishing a strong Committee so we could easily achieve our goals while taking on two new portfolios – recognition and volunteer management.

Highlights

New portfolio – Volunteer management

In 2018-2019, volunteer management was added to the Member Care portfolio. It was a challenge as it put a strain on the work load of the Member Care director. After a few months of trial and error it was decided that volunteer management was too important role to be in a chair position so the new committee will begin in 2019-2020 with a seat at the Board table. Thank you so much to Dennis Turpin for being a great chair despite inconsistent support from the director. The volunteers of our Chapter will be well taken care of with Dennis leading this new Volunteer Management Committee at the Board level in 2019-20.

New Portfolio – Recognition

As with volunteer management, recognition was also added to the Member Care portfolio. The co-chairs revamped and administered the nomination and evaluation process for the Prix Prestige Awards, making it more consistent and transparent. They will be writing communications to the membership and presenting at the AGM regarding the process in the interest of making it as transparent as possible to all members. The co-chairs are also working on a plan for recognizing years of membership for the fall of 2019.

Retention

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. The director also started to reach out on a monthly basis to members who renew, thanking them for their continued membership. These calls have been well received and appreciated.

Other projects

- Many successful DIY events that provide members and potential members an easy, affordable, and comfortable networking option.
- Recruitment at two industry trade shows, The Executive Travel and Trade show and Tête-à-Tête.
- Second speed mentoring event that engages our young professionals, which is an important investment in the future of our Chapter. This event was well received and proved to be extremely successful.

- Coaching Corner articles were reduced to six times a year (from 12) allowing the Student Liaison Subcommittee more time to produce thoughtful content and still focus on their other projects and class visits.
- Ambassador program for most of our events that connects new members with veterans, easing the fear of networking contributing to an open and friendly experience.
- We removed the DYK articles and changed them to monthly social media posts for greater impact.
- New initiative was following up with non-members after events, giving them resources on how they can become an Ottawa Member.

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 have worked with such dedicated volunteers. This Committee is in great hands with Karen Wiersma taking the lead and I look forward to seeing what they do in the future.

Committee Members

Angelita Aboukassam, Royal College of Physicians and Surgeons of Canada (*Chair, Student Liaison*)

Erin Bellwood, Greater Ottawa Homebuilders' Association

Bonnie Burgess-Young, Fairmont Chateau Laurier

Daria Cohen, Golden Planners Inc. (on Mat leave)

Ashley Craven (*Director*)

Kalli Foster, Canadian Bar Association

Stu Greenoff, Destination St. John's

Meg LaPlante, Royal College of Physicians and Surgeons of Canada (*Co-chair, Recognition*)

Sarah Levitin, Lush Handmade Fresh Cosmetics (*Ambassador Program*)

Christine Mack, Algonquin College

Karen Norris, CMP, Canadian Association of General Surgeons (*Chair, Recruitment*)

Daniela Stucki, Fairmont Hotels and Resorts, Western Region (*Co-chair, Retention*)

Martha Tobin, Staples Promotional Products

Dennis Turpin, Tourism Victoria (*Chair, Volunteer Management*)

Karen Wiersma, Shaw Centre (*Co-chair, Retention*)

Gabrielle Whittaker, Brookstreet Hotel (*Co-chair, Recognition*)

Member Networking Events

JESSICA POON, DIRECTOR

2018-2019 has been an exciting and memorable year for the Member Networking Events Committee. Compared to previous years, we only planned and executed three events for the Chapter this year rather than the typical five. This was implemented after evaluating our networking offerings and determining how we could best serve our Chapter's members – taking into consideration time, money, and energy.

Under the direction of the Director of Member Networking Events, the Committee had two objectives: (1) to deliver excellent, successful and profitable member events; and (2) to achieve a 1:1 ratio for suppliers and planners at networking events. With that in mind, the sub-committees planned the events based on attendee feedback from the previous years. In addition to sending post-event surveys to this year's event attendees, the co-chairs also completed a questionnaire debrief to help improve future planning and determine successors. With the objective of reaching 1:1 attendance, the Committee members were encouraged to personally invite

their networks and to engage via social media for each of the events. We will continue to identify tactics and strategies to achieve this goal.

The biggest challenge we encountered as a Committee was sponsorship. This year, sponsorship dollars were a bit tricky to secure, which in turn had a domino effect with the events. However, rather than seeing this as an obstacle, each event sub-committee leveraged their networks and worked collaboratively to come up with alternative creative solutions that were more cost-effective in order to achieve success. The results were outstanding.

Highlights

- The year kicked off with the annual event – Network & Nine! What was so special about this year was that we combined **Golf Day with the September AGM & Kickoff**. Held at Pineview Golf Course, this event was a hit for a Monday and the first event of the year. Between the tee off, prizes, remarks - registration and sponsorship for this event were both on target with our projections, which was an exciting way to kick off the year! Proceeds from the raffle were split and donated to the Ottawa Food Bank and the Moisson Outaouais.
- **The Festive Dinner** dazzled everyone at Sala San Marco in more than one way this year. His Worship Mayor Jim Watson kicked off the evening with a surprise pop-in, highlighting the significant impact that the meeting and events industry has contributed to Ottawa and Canada. During dinner, the Committee surprised the audience with a choreographed song and dance – a MPI version of ‘Puttin’ on the Glitz’. Throughout the night, \$419 was raised in cash donations and non-perishable food donations were collected to be split between the Ottawa Food Bank and Moisson Outaouais. What a night!
- **The Spring Tasting Tour** whisked away an intimate group to experience the historically rustic hospitality of beautiful Chelsea. Touring by bus, the tasting tour started with a gorgeous charcuterie spread at Biscotti, followed by delicious offerings at Pub Chelsea and Meech & Munch. It was an excellent way to get acquainted with one another while indulging in a culinary delight in the ambiance of a beautiful historical community in our own backyard!
- MPI Ottawa’s first “**Destination DIY**” was held with other Canadian Chapters at WEC in Toronto this year. This took place instead of our annual June Summer Bash this year since many of our MPI Ottawa members were attending WEC.

I would like to personally congratulate the Committee chairs for their incredible leadership and hard work. Thank you - Rebecca Naar, Alice Parnis, Heather Lockwood, Katherine Craig, and Annie Leveillé. These events would not have been as successful without your dedication to this Chapter and your efforts have not gone unnoticed. A heartfelt gratitude shout-out to all the volunteers on the Committee who helped make this year so memorable and engaging. I feel very fortunate to have worked with you.

It has been a fantastic year of networking for our Chapter and I want to thank the Board for their excellent support and leadership. I look forward to welcoming Anthony Vasconcelos on board and seeing him thrive in this position this upcoming year!

Committee Members:

Julie Bérubé, Invest Canada

Katherine Craig, CHEO Foundation (Co-chair, Festive Dinner)

Sharon Fryer, Canadian Wind Energy Association

Andrew Horsfield, Lord Elgin Hotel
Brian Henry, Quality Entertainment
Courtney Jones, CMP, Royal College of Physicians and Surgeons of Canada
Sarah Landry, CMP, Carleton University
Annie Leveillé, Tourisme Outaouais (*Chair, Spring Tasting Tour*)
Heather Lockwood, CMP, HPL Meetings and Events (*Co-chair, Festive Dinner*)
David Manias, Metcalfe Hotel and the Carleton Suite Hotel
Rebecca Naar, Corporate Stays.com (*Co-chair, Golf, AGM and Kick-off*)
Alice Parnis, AV-CANADA (*Co-chair, Golf, AGM and Kick-off*)
Liette Philippe, Liette P Meeting Planning Services
Andrea Pinsent-Martineau, The Conference Board of Canada
Jessica Poon (*Director*)
David Puff, Ottawa Marriott Hotel
Shannon Seguin, Atlific Hotels
Brad Statham, Clublinks
Nathalie Tremblay, Priority Management
Gabrielle Whittaker, Brookstreet Hotel
Emily Wong, Signatures Restaurant by Le Cordon Bleu
Tyo Worku, Aramark @ Shaw Centre
Selina Zhang, Student

COMMUNICATIONS

JAY ELIE, VICE PRESIDENT

The Vice President Communications, along with the Director of Marketing, oversees the digital publications, social media, advertising, public relations, community outreach, and advocacy efforts of the Chapter.

The Communications Portfolio is further split into two categories. The first is marketing, previously known as publications, which encompasses all social media efforts, the Chapter's online publication called *Conventus*, and all digital event promotion. This was led by the Director of Marketing, Laurence Lavallée.

The second is Community Outreach and Corporate Social Responsibility, which raises awareness and funds to help support the Chapter's charities along with volunteering on site at the various charity locations. This was led by the Community Outreach Chair, Chriss Holloway and overseen by the Director of Marketing, Laurence Lavallée.

A highlight of the 2018-2019 Chapter year was the successful migration of our website away from our Chapter hosted and managed platform to the new MPI Global website hub. This three-month process moved all of our WordPress managed content over to the MPI Global managed site. Ultimately, this reduced Chapter costs for hosting and website maintenance and increased our advertisers' reach if they chose to target other MPI chapters.

Thank you to Laurence for her commitment leading and elevating the marketing portfolio for the Chapter. We welcome Disa-Marie Cameron into the role for 2019-2020.

Marketing

LAURENCE LAVALLEE, DIRECTOR

2018-2019 was another exciting year for the Marketing Committee as we focused on the structure of the sub-committees, enhancing the communication and development of policies and procedures. With the implementation of these new initiatives, we were able to expand the Committee's goals and strategies to better support the growing needs of the Chapter and members in regards to communication and marketing.

The Marketing Committee is divided into three sub-committees: *Conventus*, Social Media, and Community Outreach and CSR, a new addition to the Marketing Committee's responsibilities.

Highlights

Conventus

The 'Editor-in-Chief', also known as the chair of the *Conventus* Sub-committee was created to oversee the publication process. The Sub-committee has 10-15 members with roles that range from article writers, editors, publishers and much more, publishing 5-10 articles per month. The Sub-committee continued to develop and produce thought-provoking content for the online publication. *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.

We continued to review the content and frequency of articles being published and assessed what should be changed and improved upon. A new article series “New Member Spotlight” was introduced. We also introduced a new and improved process to submit, edit and publish articles through the means of Basecamp rather than emails. This reduced excessive emails, allowed for efficiency where ‘to-do’s’ and reminders could be set-up and the creation of a repository where all documents and communications could be tracked. Some of our members’ articles were picked up and shared by industry influencers, industry-related organizations, sites and magazines. This increased the *Conventus* readership as well as expanded our external reach and traffic on the Chapter’s website.

Social Media

The Marketing Committee’s focus was dedicated to enhancing social media as this is an important content sharing tool that supports the Chapter’s initiatives. The Social Media Sub-committee consists of a chair who oversees the Facebook, Twitter and Instagram accounts with designated coordinators for each. This year, we focused on the structure and streamlined the work to ensure that all social media platforms were supported appropriately, allowing us to effectively deliver on our marketing goals and objectives.

A key project this year was to migrate the Excel Social Media Calendar into Basecamp’s ‘to-do’s’ and schedule. This allowed for a streamlined process to track all social media activity. The social media chair was very successful in creating and monitoring the online calendar to ensure sponsors deliverables were met, Chapter events were promoted, industry and membership tips and tricks were shared and much more. Chapter members were engaged on our social media platforms more than ever and use these platforms to obtain the information they need in regards to upcoming events, membership FAQs, MPI Global updates, etc. The Social Media Sub-committee has been very successful this year in increasing followers and growing engagement on every platform by developing original and interesting content.

As the social media platforms have become an integral part of promoting Chapter events to recognizing our partners, the Sub-committee improved on the ‘communications checklist’ to a more robust ‘marketing plan’ including a marketing lead on the respective planning teams for each Chapter events. This new process allowed for maximization of pre- and post-event communications and promotion strategies. Tracking of the marketing plan is managed through Basecamp.

The Social Media Sub-committee also started work on the development of a broader social media strategy that went beyond promoting Chapter events (e.g., Membership Mondays, Membership Did You Know?, etc.) Another new initiative was the introduction of the event recap video. With the assistance of the Chapter’s photographer, the Charity Auction and Dinner was filmed and compiled into an event recap video. The video was posted on the Chapter’s Facebook page and Twitter account, and was shared by multiple partners, members and industry contacts. We will continue to develop recap videos, a growing trend on social media, as it is a key marketing strategy that provides excellent exposure to the Chapter and its partners.

The day to day activities on social media and introduction of new initiatives helped us meet and exceed the communications objectives: maximizing website traffic and engagement on social media platforms; increasing and providing better communication strategies with the membership and the industry at large; and, increasing our presence. We plan to maximize on the impacts of the efforts this past year, to continue to enhance the Chapter’s communications and marketing strategies.

Community Outreach & CSR

As noted above, the Marketing Committee's portfolio included the Community Outreach and CSR Sub-Committee. A new structure was put in place where a chair role was created and was tasked to oversee the Sub-Committee's activities. Community Outreach was very active again this year and participated in a number of activities and volunteers' opportunities, as supporting local charities and organizations is something which is very important to MPI Ottawa and its members. The Sub-committee continued to grow with many volunteers eager and excited to participate in the various activities and help raise funds for the Chapter's charities. Some of the organizations we supported through volunteer activities and 50/50 draws at events included the Ottawa Food Bank, Moisson Outaouais, Kiwanis Christmas Hampers, CBC Project Give and Snowsuit Fund. This year, over \$20,000 was raised at the Charity Auction and Dinner for two very deserving organizations in the Ottawa community – Hopewell and the Ottawa School Breakfast Program.

Overall, the Marketing Committee introduced many new initiatives throughout the 2018-2019 year, which will continue to be developed in the coming year including enhancing social media and marketing strategies.

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

Kelly Brintnell, Kingston Tourism

Katherine Craig, CHEO Foundation (*Conventus Chair*)

Chantale Degagne, The Banff Centre

Jill Garner, Royal College of Physicians and Surgeons of Canada

Chriss Holloway, Intertask Conferences, a JPdL Company (*Chair, Community Outreach & CSR*)

Andrew Horsfield, Lord Elgin Hotel

Melanie Hudson, National Association of Federal Retirees

Darlene Kelly-Stewart, Stonehouse Sales & Marketing Services

Laurence Lavalée, IPAC (*Director*)

Brianna Lavoy, Canadian College of Health Leaders

Katie Lemenchick, CMP, Mental Health Commission of Canada

Rozanne Lyons, CMP, Intertask Conferences

Christine Mack, Algonquin College

Alex Melbourne, Canadian Bureau for International Education (*Social Media Chair*)

Alison Peverley, Hilton Garden Inn

Janette Rached, Event Manager

Violeta Ugarte, Meetings + Conventions Calgary

Rebecca Vanderhooft, Student

Arzoo Zaheer

MINUTES OF THE 2018 ANNUAL GENERAL MEETING

Monday, September 10th, 2018

17:30 – 18:00

Pineview Golf Club, Ottawa

1471 Blair Rd, Gloucester, ON K1B 4S3

1. CALL TO ORDER: Greg Plazek, President, called the meeting to order at 18:10.
1. ESTABLISHMENT OF QUORUM: Greg Plazek, President, called upon Pamela Lyons from the MPI Ottawa Management Office, to determine if a quorum was present. Pamela confirmed that quorum was achieved.
2. ACCEPTANCE OF THE AGENDA: It was moved by Louise Gervais, Vice President of Education and seconded by Ashley Craven, Director of Member Care to accept the agenda as circulated. Carried.
3. APPROVAL OF THE 2017 ANNUAL GENERAL MEETING MINUTES: It was moved by Chris Holloway and seconded by Francine St-Martin to approve the minutes of the 2017 Annual General Meeting. Carried.
4. APPROVAL OF THE 2017-2018 AUDITED FINANCIAL STATEMENTS: Gaye O'Bertos, Vice President of Finance, presented the 2017-2018 audited financial statements. The year had a deficit result and an investment was cashed out. The main reason for the loss was the significant reduction in sponsorship and advertising revenues over prior year. The Board has put measures in place to improve the financial situation in 2018-2019 and has budgeted a surplus of \$12,000. It was moved by Connie Burgess, seconded Melanie Hudson to accept the audited statement and appoint Parker, Prins & Lebano as the auditor for the 2018-2019 fiscal year. Carried.
5. APPROVAL OF THE 2017-2018 ANNUAL REPORT It was moved by Lori Wagner, Vice President of Membership and seconded by Shawna Dickie-Garnhum to accept the annual report as posted on the website.

Greg Plazek presented the highlights and accomplishments of the past year.

The EVENT, a new initiative, was a huge success with over 300 participants.

Standardized MPI website across all chapters.

The President presented plans for the future. All the decisions made by the Board are tested against one question: Is this in the best interest of the members?.

If serving is beneath you, then leading is beyond you.

The financial situation is of concern and is being closely monitored on a regular basis to ensure a surplus result in this fiscal year.

Members were encouraged to volunteer to help support the association. Suppliers were encouraged to invite planners to upcoming educational events.

Blessed are the flexible, for they shall not be bent out of shape.

Greg thanked Jennifer McAndrew for her contribution as President to MPI Ottawa over the past year.

6. ADJOURNMENT & CLOSING REMARKS

Upon a motion the meeting was adjourned at 18:34.

LEGACY OF DEDICATION

PAST PRESIDENTS' HONOUR ROLL (1984-2019)

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
2018-2019	Greg Plazek