



OTTAWA CHAPTER

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M E E T I N G   P R O F E S S I O N A L S   I N T E R N A T I O N A L

# 2010-2011 Annual Report

Presented at the  
Annual General Meeting  
June 9, 2011

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## The MPI Ottawa Chapter Business Plan & Chapter Dashboard Metric

### **Vision**

Creating a framework that systematically empowers chapter leadership to build a rich regional meetings industry community.

### **Mission**

Make our members successful by building connections to:

- Knowledge/Ideas
- Relationships
- Marketplaces
- Communication.

### **MPI International Strategic Imperatives**

**Evolve** to a Regional Community - Deploy programs, knowledge platforms and brand architecture to align with vision.

**Re-Imagine** our business relationship with members - Invest in members 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.

**Build** a great organization - Create a remarkable culture and structure.

### **Chapter Business Metrics Summary**

#### **1. Engagement**

- Increase attendees at educational programs
- Increase attendees at networking programs
- Increase number of active volunteers

#### **OBJECTIVES :**

- Research & Explore Chapter Leadership Development Program
- Develop & Implement chapter database management system
- Produce and execute CMP Study Group
- Distribute a minimum of two communications to members regarding CMM process
- Execute Annual Awards Gala
- Execute one Special Event to raise a minimum of \$14,000 donated to a local charity
- Raise \$1000 for local charity through monthly 50/50 draws
- Collect \$300 and 200 lbs of food for the Food Bank
- Produce and execute fundraising effort (golf) to raise a minimum of \$1000 for Anna Lee Chabot
- Scholarship

- Ensure proper Board governance
- Develop CSR and PR objectives
- Increase web traffic (unique visitors) to 80,000
- Produce & execute a minimum of 12 education/networking events for membership
- Review status of newsletter/directory/website sales towards possible RFP

## 2. *Membership Satisfaction*

- Overall Member Satisfaction Score on Annual member care survey - **8.2%**
- (conducted by MPI HQ)
- Develop and conduct a comprehensive member needs assessment
- Produce and execute 2011 NMID
- Produce and execute member directory
- Produce and execute a minimum of nine chapter newsletters

## 3. *Net Member Growth*

- Ensure a 5% increase in net new members (**retention & recruitment**)

## 4. **Chapter Financial Management**

- Secure a minimum of \$82,500 in SAP cash sponsorships

*Educational Investment Ratio = Total Education Expense divided by Total Revenue*  
*Gross Margin = Total Revenue less Total Expenses divided by Total Revenue*

## Board of Directors

### Executive Committee

President	Carole Saad, CMP <i>Chic &amp; Swell Meeting &amp; Event Management</i>
President Elect	Markus Fisher <i>Ottawa Marriott</i>
Immediate Past President	Marye Ménard-Bos, CMP, CMM <i>Canadian Judicial Institute</i>
Vice-President, Administration	Richard McCoy, CAE <i>Canadian Thoracic Society</i>
Vice-President, Communications	Jacqueline Boyer <i>jdb Communications</i>
Vice-President, Education	Kimberly Wilson <i>Novotel Hotel</i>
Vice-President, Finance	Patricia Pearson, CMP <i>Brent Moore &amp; Associates</i>
Vice-President, Membership	Guido Guzzo <i>AVW-TELAV Audio Visual Solutions</i>

### Directors

Director of Community Outreach	John Michael Maharaj <i>Simply DMC</i>
Co-Director of Program and Education	Suzie Noaro <i>Meetings in Motion</i>
Co-Director of Program and Education	Claire Fitzpatrick, CMP <i>CF Conference &amp; Event Management Services</i>
Director of Publications	Lesley Hoyles <i>Nobel Women's Initiative</i>
Director of Public Relations and Corporate Social Responsibility	Andrew Horsfield <i>The Lord Elgin Hotel</i>
Director of Recognition and Awards	Jim Shepherd <i>AVW-TELAV Audio Visual Solutions</i>

Director of Strategic Alliances

Jennifer Holly  
*Tourism Alberta*

Director of Strategic Education

Marie-Louise Doyle  
*Transportation Association of Canada*

## **President's Message**

***Carole Saad, CMP***

Dear MPI Ottawa Members:

As this year comes to an end and I reflect back, I am most grateful to have had the opportunity to serve you in the capacity of President over the past year. It has been a privilege and an honour to hold this position and build on the initiatives set forth by my predecessors. I have been committed to this Association from the first day I joined the Ottawa Chapter, and to fulfill the role of President has been like a dream come true.

I have said it many times before and I continue with the same chant – the Ottawa Chapter of MPI is such a vibrant and exciting Chapter, and this is due to the many volunteers who contribute to designing wonderful events, creating stellar educational programs and unparalleled networking opportunities for our members. Thank you, our members, for always coming through by attending the events and supporting our many initiatives, from buying 50/50 tickets at our monthly events to baking goods for Dinners Unlimited. Your generosity knows no bounds and we are very grateful. I would be remiss if I didn't mention our record attendance at the MPI/CSAE dinner, which was graced with the participation of over 600 guests and the MPI Prix Prestige Awards Gala, which hosted over 400 guests in 2011. Both of these events have become "must attend" industry events and we should be very proud.

The Ottawa Chapter is also very fortunate to have the continued support and dedication of our sponsors whose contributions to the educational programs as well as the social events permit us to raise the bar, thus providing additional value to our members.

This year, with the leadership of Marye Ménard-Bos, Immediate Past President and Richard McCoy, VP of Administration, the Chapter Member Survey was crafted and sent out to the membership. Your invaluable input will help steer the course for incoming President, Markus Fisher. A special thanks goes out to Marye and Richard for being so diligent in the design of the survey and the analysis of the results. As always, we strive to listen to our members' needs and respond in a timely and positive manner.

The Chapter is led by such an amazing group of individuals which make up your Board of Directors, and I would like to personally thank each and every one of them for their continued support, thoughtful insight, abundance of knowledge and equally important, their sense of humour! I look forward to continuing to serve you as Immediate Past President and also to the exciting year that lies ahead.

## **President Elect's Message**

***Markus Fisher***

Dear MPI Ottawa Members:

As some of you may know, and undoubtedly some of you don't, 2010-11 was an interesting year for me. Due to some fairly serious personal issues, I was not as involved as I would have enjoyed. That being said, I am so looking forward to taking over as your incoming President for 2011-12.

Your current President, Ms. Carole Saad, along with the current slate of Board of Directors, have done an admiral job of leading the Chapter over the last year. My sincere appreciation to all of our Board members for their continued dedication and tireless efforts. Special thanks to those who have completed their terms on the Board, and a very warm welcome to our newest Board members, with whom I look forward to working with over the coming months.

The last couple of years have certainly been a trying time for the meetings industry, with the economy playing a large part in the current landscape of how we conduct our daily responsibilities. The recent opening of our wonderful brand new Ottawa Convention Centre, the subtle signs of our economy recovering and most recently, Canada's recent election results are hopefully harbingers of improved stability and future growth for our beloved industry.

As we head into the summer months, it seems almost unreal that half the year has already unraveled. Please take the next few months to ensure a healthy balance of work and play. Spend those cherished times with loved ones, put your feet up in a cozy cottage chair, enjoy a great book and last but not least, get ready for a great 2011-2012 MPI kick-off party in September.

Before I end my short and sweet message, I would be remiss without a sincere thanks to all of our volunteers this past year. Without you, the many great programs and events that our Chapter is known for become just wonderful ideas that never come to fruition. I look forward to seeing you all on the volunteer list next year as we continuously strive for better education and networking opportunities.

## Immediate Past President's Report

**Marye Ménard-Bos, CMP, CMM**

As Immediate Past President, my main area of responsibility was to chair the Nominating Committee tasked with ensuring the Board of Directors remains strong and representative of the membership it serves. I was ably supported in the important role of recruiting new Board members by a few members of the Executive – and I was delighted to present the new Board slate to the membership during the March MPI Luncheon.

It was gratifying to review the expressions of interest from members ready to take the next step in their involvement with MPI, and willing to serve on the Board. After reading the nomination documents, I can assure the membership you will be well served by this diverse, dynamic and committed group of volunteers. And I know I speak for all of us when I thank them in advance for giving so generously of their time and expertise.

It is with pleasure I confirm the 2011-2012 MPI Ottawa Chapter Board of Directors:

<b>POSITION</b>	<b>NAME</b>
President (One-Year Term)	Markus Fisher, Ottawa Marriott
President Elect (One-Year Term)	Lira Buschman, CMP Union of Canadian Transportation Employees
Immediate Past President (One-Year Term)	Carole Saad, CMP Chic & Swell Creative Meetings and Events
Vice-President, Administration (Reappointed for a One-Year Term to ensure smooth transition to a new Secretariat.)	Richard McCoy, CAE Canadian Thoracic Society
Vice-President, Finance (Entering Final Year of a Two-Year Term)	Patricia Pearson, CMP Brent Moore & Associates
Vice-President, Communications (Entering Final Year of a Two-Year Term)	Jackie Boyer, jdb Communications
Vice-President, Education (Two-Year Term)	Claire Fitzpatrick, CMP, CMM CF Conference & Event Management Services
Vice-President, Membership (Two-Year Term)	Greg Plazek The Westin Bayshore Vancouver
Director of Community Outreach (Two-Year Term)	John-Michael Maharaj Simply DMC
Co-Director, Program and Education (Entering Final Year of a Two-Year Term)	Suzie Noaro Meetings In Motion
Co-Director, Program and Education (Two-Year Term)	Ruta Klicius, CMP Canadian Council for Tobacco Control
Director of Publications (Entering Final Year of a Two-Year Term)	Lesley Hoyles, Nobel Women's Initiative

Director of Public Relations and Corporate Social Responsibility (Two-Year Term)	David Dugas D. E. Systems Inc.
Director of Recognition and Awards (Two-Year Term)	Chantal Montpetit Canadian Construction Association
Director of Strategic Alliances (Appointed to complete term (to June 30, 2012) of previous incumbent who stepped down)	Jennifer Holly Tourism Alberta
Director of Strategic Education and Special Projects (Entering Final Year of a Two-Year Term)	Marie-Louise Doyle, Transportation Association of Canada

The other major project I undertook this year was to develop and conduct a Chapter Member Survey – the results of which are very valuable to the Board as it maps out a vision for future activities and initiatives. I wish to thank members of the Board for their important input on the development of the survey – and special thanks to Richard McCoy, and Geoff Thacker of Association Resources, both of whom worked closely with me to distill and analyze the results of the candid feedback we received. I reported on many of the survey findings in the May issue of *Communiqué* and I feel sure your new Board will take the insights gained into account when developing their Business Plan.

Throughout my final year on the Board of Directors, I saw my role more as a resource, providing guidance and support where appropriate. It was a privilege to witness our many successes as a Chapter – all of which are a direct result of the important contributions made by our members, volunteers, sponsors, speakers, facilitators and guests.

This report ends my involvement as a member of the Chapter Board of Directors. It was an honour to be afforded an opportunity to represent our members as President, and to work closely with so many of you. Serving the Association has been an experience I will always cherish, for the lessons learned, the experience gained and the strong relationships built. While no longer active at the Board level, you can rest assured of my continued commitment to the Chapter and its activities, and to all of you.

**MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER  
FINANCIAL STATEMENTS  
FOR THE YEAR ENDED JUNE 30, 2010**

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**AUDITORS' REPORT**

To the Members of Meeting Professionals International Canada - Ottawa Chapter:

We have audited the balance sheet of Meeting Professionals International Canada - Ottawa Chapter as at June 30, 2010 and the statements of changes in net assets, revenue and expenditure and cash flow for the year then ended. These financial statements are the responsibility of the organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

Except as explained in the following paragraph, we conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In common with many similar organizations, the organization derives revenue from fund raising activities, the completeness of which is not susceptible of satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts included in the records of the Chapter and we were not able to determine whether any adjustments might be necessary to these revenues, excess of revenue over expenses, assets and net assets.

In our opinion, except for the effect of adjustments, if any, which we might have determined to be necessary had we been able to satisfy ourselves concerning the completeness of the revenues referred to in the preceding paragraph, these financial statements present fairly, in all material respects, the financial position of Meeting Professionals International Canada - Ottawa Chapter as at June 30, 2010 and the results of its operations and its cash flow for the year then ended in

accordance with Canadian generally accepted accounting principles. As required under the Canada Corporations Act, we report that these accounting principles have been applied on a basis consistent with that of the preceding year.

Nephtin & Winter, Chartered Accountants  
Smiths Falls, Ontario Licensed Public Accountants  
November 5, 2010

**MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER  
BALANCE SHEET**

<b>AS AT JUNE 30, 2010</b>	<b>2010</b>	<b>2009</b>
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 47,041	\$ 15,319
Investment, at cost (note 2)	76,115	75,955
Accounts receivable	16,210	16,789
Prepaid expenses	6,551	4,710
	\$ 145,917	\$ 112,773
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable	\$ 1,650	\$ 1,650
Deferred revenue	12,378	1,821
	14,028	3,471
<b>NET ASSETS</b>		
Unrestricted	\$ 128,760	\$ 62,353
Restricted (note 3)	3,129	46,949
	131,889	109,302
	\$ 145,917	\$ 112,773

Approved on behalf of the Board:

\_\_\_\_\_ Director  
\_\_\_\_\_ Director

**STATEMENT OF NET ASSETS  
FOR THE YEAR ENDED JUNE 30, 2010**

	<b>2010</b>	<b>2009</b>
<b>UNRESTRICTED NET ASSETS</b>		
Balance - beginning of year	\$ 62,353	\$ 113,713
Excess of revenue over expenditure for the year	21,927	(51,360)
Transfer from restricted net assets	44,480	-
Balance - end of year	\$ 128,760	\$ 62,353

**RESTRICTED NET ASSETS**

Balance - beginning of year	\$	46,949	\$	46,949
Transfer to unrestricted net assets		44,480		-
		<u>2,469</u>		<u>46,949</u>
Excess revenue over expenditures for the year		660		-
Balance - end of year	\$	<u>3,129</u>	\$	<u>46,949</u>

**MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER**

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

**STATEMENT OF REVENUE AND EXPENDITURE  
FOR THE YEAR ENDED JUNE 30, 2010**

		<b>2010</b>		<b>2009</b>
<b>REVENUE</b>				
Recognition and awards	\$	23,035	\$	20,007
Community Outreach		56,807		50,061
Membership		13,470		17,231
Newsletter		32,202		18,817
Education and program		66,882		53,505
Strategic Alliances		63,699		55,248
Interest		204		3,212
Other		12,834		13,027
		<u>269,133</u>		<u>231,108</u>
<b>EXPENDITURES</b>				
Recognition and awards		32,820		35,566
Community Outreach		42,229		42,407
Membership		1,792		9,918
Newsletter		31,961		19,902
Education and program		64,121		60,934
President		5,023		7,512
President - past and elect		9,018		16,923
Website		3,267		16,463
Management fees and expenses		28,500		28,500
Finance		7,552		7,032
General Administration		5,532		4,036
National Meeting Industry Day		7,231		25,775
MPI Foundation		7,500		7,500
		<u>246,546</u>		<u>282,468</u>
<b>EXCESS OF REVENUE OVER EXPENDITURES FOR THE YEAR</b>	\$	<u>22,587</u>	\$	<u>(51,360)</u>
Allocated:				
Restricted	\$	660	\$	-
Unrestricted		<u>21,927</u>		<u>(51,360)</u>
	\$	<u>22,587</u>	\$	<u>(51,360)</u>

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

**MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER**

**STATEMENT OF CASH FLOW  
FOR THE YEAR ENDED JUNE 30, 2010**

	<b>2010</b>	<b>2009</b>
<b>CASH PROVIDED BY OPERATING ACTIVITIES</b>		
Net revenue for the year	\$ 22,587	\$ (51,360)
Net change in operating components of working capital:		
Accounts receivable	579	5,196
Prepaid expenses	(1,841)	8,023
Deferred revenue	10,557	(496)
<b>INCREASE IN CASH FOR YEAR</b>	<u>31,882</u>	<u>(38,637)</u>
<b>CASH AT BEGINNING OF YEAR</b>	<u>91,274</u>	<u>129,911</u>
<b>CASH AT END OF YEAR</b>	<u>\$ 123,156</u>	<u>\$ 91,274</u>

Cash includes investments, at cost.

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

**MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER**

**NOTES TO FINANCIAL STATEMENTS**

**JUNE 30, 2010**

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**1. SIGNIFICANT ACCOUNTING POLICY**

**Organization**

The Corporation 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 the management of meetings. The Corporation 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. INVESTMENTS**

The fair market value of investments is \$76,115.

### 3. RESTRICTED NET ASSETS

	Scholarship Fund	Program and Education	MPI Foundation Canada	Total
Balance beginning of year	\$ 14,640	\$ 31,469	\$ 840	\$ 46,949
Funds allocated (reallocated) during year	(14,640)	(29,000)	660	(42,980)
Funds used during the year	\$ -	\$ 2,469	\$1,500 (840)	\$ 3,969 (840)
Balance end of year	\$ -	\$ 2,469	\$ 660	\$ 3,129

### 4. FINANCIAL INSTRUMENTS

The estimated fair value of accounts receivable and accounts payable approximates carrying value to the relatively short term nature of the instruments. The organization's exposure to interest rate risk is as follows:

Accounts receivable	Non-interest bearing
Accounts payable	Non-interest bearing

The credit risk with respect to accounts receivable is limited due to the number of customers.

### 5. CAPITAL DISCLOSURES

The organization defines its capital as its net assets, which are not subject to external requirements. Management's objective, when managing capital, is to safeguard the organization's ability to continue as a going concern, so that it can continue to provide services in accordance with its mission.

## **Strategic Alliances Committee**

***Jennifer Holly, Director***

The Chapter is very fortunate to have established long-term relationships with many of its partners in support of our Chapter. We do this by building strong relationships and ensuring that deliverables are met and that there is consistent follow-up with our partners after the event. This year our “Sponsorship Prospectus” had a whole new face, with high hopes of creating new opportunities with new sponsors and providing ownership and value for their investment.

Strategic Alliances new document is available for distribution in both hard copy and electronic version. Strategic Alliances also maintains a master list of partners and prospects. This list includes records of previous contributions in cash sponsorships as well as in-kind products and services.

Strategic Alliances has achieved its financial objectives this year and extends a thank-you to all our sponsors. More importantly, we are anxious to roll out the new prospectus and establish strong sponsorships for 2011/2012. We have set the sponsorship levels, and the Board and committees will assist in ensuring that we follow the prospectus levels with all sponsors moving forward.

We are still working closely with each committee representative to ensure we are cohesive in our objectives.

### **Strategic Alliances Committee:**

Jennifer Holly, Travel Alberta  
Kathryn Cyr, Kathryn Cyr and Associates

## **COMMUNICATIONS**

***Jackie Boyer, Vice-President***

The Vice-President, Communications is responsible for three committees: Community Outreach, Publications and Public Relations, Marketing and CSR. In addition, responsibility for the Chapter website falls under the mandate of the Vice-President, Communications

### **Chapter Website**

The MPI Ottawa Chapter completed an extensive search for a supplier to handle the design, building and launch of the new Chapter website. This resulted in the selection of Fuse Creative Communications which has already designed and launched websites for the BC, Calgary and Toronto MPI Chapters.

The new website will have a professional new look and feel, matching our corporate branding, and will offer easy navigation for our members and non-members alike. Additional benefits will include ease of modification and maintenance and a design which should appeal to advertisers, offering vertical and horizontal applications. The position of webmaster will be undertaken by the Secretariat, effective July 2011.

## **Community Outreach Committee**

***John-Michael Maharaj, Director***

### **Goal**

Organize and execute fundraising activities: one major event to support a local charity, monthly draws to support a charity or foundation and a food drive to support a local organization, as well as venturing out into the community and doing outreach work.

### **Objectives**

- Host an event to raise funds for the Chapter's chosen charity;
- Administer the 50/50 draws at Chapter functions, raising funds for a charity/project/foundation supporting MPI and its members or the community;
- Co-ordinate the collection and delivery of food items for a local organization;
- Provide members with the opportunity to get involved, network and make a contribution to their Chapter/community.

### **Highlights/Accomplishments**

The very successful MPI/CSAE Annual Charity Auction and Dinner, held on January 27, 2011 raised over \$16,000. These funds will enable MPI Ottawa to donate to the Ottawa School Breakfast Program.

The Club des Petits Déjeuners du Québec de l'Outaouais will be the recipient of our 50/50 draw proceeds (over \$1,200 by mid-April).

At the December Festive Luncheon, we helped the Ottawa Food Bank “Drive Away Hunger” by donating 200 pounds of food and contributing over \$200.00 in cash. What a great year for community outreach!

The Community Outreach Team has gone out and become part of the community. The team went to a couple of elementary schools and served breakfast to the kids, and to the Ottawa Food bank and sorted food. The Team has many more ideas for the coming year, and hopes to involve even more MPI Ottawa Members.

There is a wonderful team of volunteers at monthly events, selling 50/50 tickets or planning the next MPI/CSAE Charity Auction and Dinner. These great people are Community Outreach members. Volunteering is rewarding work, but it is still work– THANK YOU Community Outreach members for all of your time and assistance. You have certainly contributed to the betterment of our community.

Thank you to all MPI Ottawa members for the tremendous support over the past year. You have bought 50/50 tickets, donated food and/or cash to the Food Bank and donated or purchased auctions items – we couldn't do what we do without your support.

**Community Outreach Committee:**

John-Michael Maharaj (Director)	Simply DMC
Andrea Pinsent	Canadian Association of Schools of Nursing
Nancy Coll, CMP	Independent
Rose-Marie Racine, CMP	Justice Canada
Nick Sont	ConferSense Planners Inc.
Simon Wood	Allegra Printing
Ron Hanniman	Creative Edge Studios
Jennifer Holly	Travel Alberta
Suzanne Leblanc	Royal College of Physicians and Surgeons of Canada
Lisa Levia	Strathmere
Iana Ciatti	The Conference Publishers
Greg Plazek,	The Westin Bayshore
Helene Kenney	Independent
Michael Machargo	Paul Rushforth Real Estate
Ryan Watson	Brookstreet Hotel
Beatriz Garcia	MKI Travel
Jennifer Pilson	IDRC
Terri-Lee Lefebvre	The RA Centre
Diana Dooley	Creative Mixx
Chuck E. Schouwerwou	ConferSense Planners Inc.

## **Publications Committee**

***Lesley Hoyles, Director***

The Publications Committee is responsible for producing nine issues per year of the *Communiqué* newsletter, and the Annual Membership Directory.

### **Goals**

- To continue to strike a balance between educational content and reporting on MPI Ottawa events
- To take into consideration results of the MPI Ottawa member survey in order to respond to member needs for the newsletter
- To be a fiscally-responsible committee and generate an annual surplus
- To continue to work with Applecrate Inc. for all advertising and printing needs, with an aim to meet or exceed advertising revenues from 2009/2010
- Recruit new committee members, particularly those interested in writing for *Communiqué*

### **Highlights/Accomplishments**

- The member survey indicated that *Communiqué* is widely read by MPI Ottawa members, and that members are generally satisfied with the balance of content in the newsletter
- We have continued to work with Applecrate Inc. for advertising sales, as well as printing of the newsletter and directory
- We welcomed a number of new committee members this year, who all brought excellent writing skills and new perspectives to the committee, while retaining long-standing committee members whose expertise allows for continuity in the newsletter

### **Publications Committee:**

Lesley Hoyles (Chair), Nobel Women's Initiative  
Chantel Beaupré, Say Something Communications Inc.  
Mary-Lynn Campbell, Ottawa Chapter Honourary Member  
Chris Chapman, Hospitality Performance Network  
Bob Davis, Ottawa Chapter Honourary Member  
Judy Fredette, Independent Meeting Professional  
Louise Gervais, CMP, Royal College of Physicians and Surgeons of Canada  
Melanie Hudson, FSNA/ANRF "The National Association of Federal Retirees"  
Kristy Klawitter, Canadian Society of Respiratory Therapists

## **Public Relations and Corporate Social Responsibility**

***Andrew Horsfield, Director***

### **Goal**

To raise public awareness of the Chapter and to offer opportunities for positive corporate social responsibility.

### **Highlights/Accomplishments**

- Organized Chapter participation in the ECOS Corporate Social Responsibility project for MPI Canada. Individual members of the Chapter were invited to support a local charity (Dinner's Unlimited). A final report was submitted to MPI Canada for review. Results from all eight Canadian Chapters will be sent Dallas for consideration of an MPI International world-wide project.
- Created and organized an RFP to select a Public Relations Company (ACART). Worked with this company to create four press release campaigns for high profile events. Worked with ACART to initiate social media and twitter campaign for these four events. The four events promoted were:
  - Tête-à-Tête Silent Auction Dinner
  - Dinners Unlimited Charity event
  - NMID
  - Awards Gala.

**PR/CSR Committee:**

Andrew Horsfield, The Lord Elgin Hotel  
 Karen Norris, Marry Me Productions

## EDUCATION

***Kimberly A. Wilson, Vice-President***

The Vice-President, Education is responsible for two committees: Programs & Education and Strategic Education.

With my second year almost coming to an end as VP Education, I must take this time to thank all those professional and wonderful individuals who have made this a truly remarkable tenure. Marie-Louise Doyle (Director of Strategic Education aka NMID), Suzie Noaro (Co-Director Programs & Education) and to my successor Claire Fitzpatrick (Co-Director Programs & Education) – congratulations. I would not want to miss mentioning the many committee members who have devoted a countless number of hours volunteering for the furtherance of our knowledge and for their creativity for all the fantastic times at the numerous social events.

This was our experimental year amalgamating the Monthly Programs with the Education and Professional Development committees. The linking of the two committees saw a unity which I feel was a true success in streamlining a dynamic team of specialists....congratulations!

This coming year we look forward to welcoming Ruta Klicius who will be taking on the reins of Co-Director Programs & Education with Suzie Noaro and replacing Claire Fitzpatrick. However, as mentioned, we are honoured to have Claire Fitzpatrick remain with this portfolio by taking the roll of Vice-President, Education.

Please read on to see what our committees have been up to this past year and enjoy!

## **Monthly Programs and Education Committee**

***Claire Fitzpatrick, CMP, CMM, Co-Director***

***Suzie Noaro, CMP, Co-Director***

This year saw the consolidation of two committees (Monthly Programs and Education & Professional Development) into the newly-formed Program & Education Committee.

Co-Directors, Claire Fitzpatrick and Suzie Noaro divided their duties by each taking the lead for half the program year. Our committee members once again rose to the occasion and ensured the successful delivery of a stellar program year, with the right mix of education and networking functions for our Chapter.

This will be Claire's last year as Co-Director, and she is pleased to be handing over the reins to Ruta Klicius, CMP, knowing that the committee is in good hands with two dedicated leaders!

September 2010

Kick-off Reception/Dinner – RA Centre

The event was themed "MPI Olympics". Each Committee was asked to host an information table and competed with one another to make their station more appealing to the members. It was a great opportunity for new and old members to learn about the various committees and sign up as a volunteer.

October 2010

Business Boot Camp – Delta Ottawa Hotel & Suites

This education session focused on boot camp management strategies for business owners, while our luncheon topic was on Social Media. Those in attendance for these two educational opportunities were left wanting more.

November 2010

Etiquette – Westin Ottawa

New this year was the partnering of our November education session on the same day as Québec Day. Since we needed to shift our regular program date to accommodate Montréal's Convivium, we eliminated the luncheon component of our monthly event and held the education session entitled "That's Plain Rude" in the same venue as Québec Day. Many Québec suppliers also attended this session and our own members were able to attend two functions under one roof!

December 2010

Festive Luncheon – Stanley's Olde Maple Lane Farm

This event introduced a new member venue to our Chapter. "A Magical Festive Luncheon" was held with in a charming country setting and enjoyed by all in attendance.

January 2011

Retreat – Mont Tremblant

Although attendance at the Retreat this year was light, it was very well organized and the feedback was good. Everyone who responded enjoyed their time at Mont Tremblant – the

speaker's presentation and the networking and social time provided. The weather was fairly good and the skiers had a good morning on the mountain while the non-skiers relaxed in the spa. Since registrations for this event have been decreasing, it was decided, with the approval of the Board, to eliminate the Retreat next year. Instead, we will replace it with a one-day Technology Event to be held in January 2012. We will review the Retreat and possibly bring it back again in 2013.

February 2011

Site Selection – Holiday Inn Cooper St.

This topic was very popular and the event was well attended. The new Fishbowl format was well received and deemed an interesting and successful style. The planners in attendance were glad to see it demonstrated in a real meeting situation. The panellists were excellent and offered great content. More on this topic was requested and we have already slated an event called "Venue RFP & Site Selection Check List" for October.

March 2011

Round Tables & Board Elections – Hilton Garden Inn - Airport

As usual, this event was sold out. The Round Table format is extremely popular and we will repeat it again next year as the members always respond well to this offering. There were 12 table moderators, each with an interesting topic. Discussions were lively and the feedback was good.

May 2011

Social Media – Algonquin College

This event had not yet taken place as of the date of writing of this article. The registrations are progressing well and we expect to be nearly if not completely sold out with close to 40 in attendance. The speaker gave us a very good deal on her fee so we should break even, though we did not have a sponsor for this event. Social media and how it can improve your advertising and promo plan is a popular topic and Melissa Schenk has an excellent reputation as a speaker in that field.

June 2011

Summer Bash & AGM - Strathmere

Brendan St. Jacques, of the Delta Hotel, volunteered to organize this event and did so single handed. He is doing a terrific job! The plans are all in place and it promises to be a lot of fun. The 80's Dance Party theme is sure to be a hit with the members who always love any excuse to party and dance up a storm.

August 2011

Golf Tournament (2011) – Château Cartier

Patricia Pearson volunteered once again to head up this event but, since she already has the Finance position and a lot of responsibility around that portfolio, she was able to enlist the aid of Lesley Mackay, who volunteered to take over as the Chair for the golf tournament. Plans are well underway and it is sure to be a very successful and profitable event. It will be held on August 30th at the Château Cartier.

### Lunch & Learns

MPI International Chairman – Eric Rosen drew a large crowd of Event Management students during his appearance at Algonquin College in November. This was a great opportunity for the

future planners to meet one of MPI's most high profile executives and they were a very appreciative audience.

January's topic "New, Small or Independent Business Resource Exchange" held at the Ottawa Public Library was well attended. The participants benefited from the information offered by the library representative and exchanged questions, answers and business cards as well.

I would like to join my co-director, Claire, in sincerely thanking the Program & Education volunteers for all their hard work and for donating their time, talent and good humour to plan and execute the monthly programs. Finally, I would like to extend a special thanks to Claire. It has been very rewarding to work with her. She is an amazing planner and our MPI Ottawa Chapter is very lucky to have her on the Board.

***Program & Education Committee***

Nathalie Boulet, Canadian Museum of Nature  
Michelle Briand, Student  
Lira Buschman, CMP, Union of Canadian Transportation Employees  
Kathryn Cyr, Kathryn Cyr & Associates  
Chandan Dey, Student  
Dianne Dodds, CMP, Royal College of Physicians and Surgeons of Canada  
Claire Fitzpatrick, CMP, CMM, CF Conference & Event Management Services  
Riccarda Galioto, AMMI Canada  
Nicole Graves, Ottawa Tourism  
Brian Henry, Quality Entertainment  
Jennifer Holly, Travel Alberta  
Alison Hunter, Hilton Garden Inn Ottawa Airport  
Darlene Kelly-Stewart, Stonehouse Sales & Marketing Services  
Ruta Klicius, CMP, Canadian Council for Tobacco Control  
Francine Lapointe, Museum of Civilization  
Steve Lowell, Lowell Workshops  
Alanna McDonell, Algonquin College  
Chantal Montpetit, CMP, Canadian Construction Association  
Tina Nicodemo, MD Management  
Agata Nobrega, Canadian Apprenticeship Forum  
Suzie Noaro, CMP, Meetings In Motion/Events In Motion  
Patricia Pearson, CMP, Brent Moore & Associates  
Suzanne Rogers, CAA  
Carole Saad, CMP, Chic & Swell Meetings and Event Management  
Brendan St. Jacques, Delta Ottawa Hotel & Suites  
Joanne St-Pierre, Niagara Falls Tourism  
Nicolaas Sont, CMP, ConferSense Planners  
David Tubbe, Event Technology Services

## Strategic Education and Special Events Committee

*Marie-Louise Doyle, Director*

### Goal

This committee is responsible for the successful planning and implementation of:

1. National Meetings Industry Day (NMID);
2. MPI Study Groups in preparation for the Certified Meeting Planner [CMP] exam held in January/February; and
3. Incentive Awards Recognition.

### Objectives

**NMID** is most importantly an educational event. This MPI initiative has four objectives:

1. to define and shape the meetings and events profession;
2. to help raise the profile of the meetings industry and the benefits it generates for communities and institutions across Canada;
3. to provide a networking opportunity to learn about and celebrate the role we, as members of the industry, all play in that regard;
4. to educate chapter industry leaders and enable them to discuss the economic impact of meetings in their region with people who are outside of the industry.

The **Incentive Award** is given to the recipient during NMID. Its goal is to celebrate and recognize people or organizations outside the direct industry which have supported the development of meetings and conventions or the development of policy and programs impacting the industry.

Each Chapter recognizes one person or organization in their community who has made a difference to the meetings industry *but may not be actively involved in it*. These awards will be announced nationally and presented at the NMID session as part of the overall program. The NMID Award gives the Chapter an opportunity recognize the accomplishments of people or organizations contributing to the meetings sector and strengthens relationships with external supporters.

**MPI Study Groups** have two objectives:

1. to create a learning environment conducive to interactive discussion and healthy study methods; and
2. to provide instruction, direction and mentoring by appointing a CMP to lead the study group.

The study group begins to meet in September/October in preparation for the January/February exam. The study group leader is a volunteer who already has their CMP. The leader and the group agree as to how they will proceed with their learning of the subject matter. This is not a lecture format - the group leader is there to facilitate the learning and discussions on the various modules.

For those who are interested in taking part in this study group watch for the announcement coming out in July 2011 and check out the MPI Ottawa Chapter website for information regarding the study group.

### **Highlights/Accomplishments**

For the second time, NMID was launched inviting members and non-members to visit the national NMID website. The eight chapters, led by the Ottawa Chapter agreed to share a hosted website defining NMID and providing portals to all chapters for event and registration information.

This year the Committee adopted the theme of: “Leadership: Lead, Follow or Get IN the Way.” Participants took part in the following sessions (keynote and concurrent respectively):

1. *Speaking The True Language of Leadership*, with Ken Wong;
2. *How do we lead when they know more than we do?*, with James Spellos;
3. *Leadership: If you're not looking ahead – you're already behind*, with Scott Kress.

For the first time, “The Great Debate” was offered and enjoyed by all as both an educational and humorous discussion moderated by **Paul Frazer**, Past President of CAPS, regarding the proposition for debate: “Be it resolved that social media tools have transformed the way a leader must lead.” Andrew Horsfield and Mitchell Beer, CMM debated the topic with vim and vigor. In an audience vote, Horsfield won the debate by a close margin. The debaters were joined by **Pauline Fleming** and **Gus Takkale** of CAPS. Fleming took the position that social media can be one tool among many. Takkale said social media is critical and plays a vital role. “The Great Debate” was so highly rated it will return to NMID 2012.

#### **NMID 2010 Organizing Committee:**

Marie-Louise Doyle, Doyle & Associates Event Planners  
Jacques Drury, CMP, The Ottawa Convention Centre  
Paul Frazer, Mindscape  
Andrew Horsfield, The Lord Elgin Hotel  
Darlene Kelly-Stewart, Stonehouse Sales & Marketing  
Chuck E. Schouwerwou, CMP, ConferSense Planners Inc.  
Christine Dubue, Gowlings  
Stephanie Seguin, Albert at Bay  
Karen Wiersma, Delta Hotels

## **MEMBERSHIP**

### ***Guido Guzzo, Vice-President***

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

## **Membership Committee**

### ***Goals and Objectives***

- Increase our membership by 5%.
- Ensure distribution of member anniversary pins at the Kick Off Event.
- Maintain a Student Member campaign.
- Continue “The Welcome Club” and “The Buddy system” which incorporates orientation / information session for new members which eases them into the networking session by accompanying and introducing them to the members.
- Continued endeavour – \$50.00 MPI Bucks draw at the luncheon events for the Volunteer of the Month, “Bucks” to be spent with an MPI Ottawa Chapter establishment.
- Work with the VP of Communications and the Director of Publications to produce a functional membership directory.
- Launch a student task force to assess student needs.

### **Results**

MPI International is still recovering from the slow economy especially in the U.S. Headquarters continues many of the programs of last year to assist members who have found themselves a victim of downsizing. Some of these efforts have been to extend memberships for an additional six months without paying the membership fee as long as the individual agrees to continue their membership and pay for it after the six months. In addition to this, they are willing to accept a payment plan rather than have the member pay the whole renewal amount at once. They have also taken into consideration Student Members, creating the “Student-in-Transition-Stage” rate plan. The “Student-in-Transition” rate is a plan for our graduating student members to grow into the full membership rate over three years. In the first year out of college, the member will pay \$75 U.S., in the second year the member pays \$150, the third year the member pays \$250, and by the fourth year, the member moves to the full membership rate of \$325. There is also a 5% discount for members renewing their membership online.

These are just a few of the endeavours created by MPI Headquarters – keep an eye on both websites for any new promotions.

Our committee had made a commitment to create and enforce a driven recruitment campaign for the 2010-2011 season which was influenced by the “Chapter Dashboard” and a goal of 5% growth encouraged by the Director of Canadian Development. As a Chapter and a committee, we are proud to say that we have met our goal of a 5% increase.

The Membership Committee is extremely proud of the strong efforts of our student committee led by Heather Woolcox. Heather was able convince MPI International to open up the Student-in-Transition program to Algonquin full-time and part-time students. MPI International student policy only allowed for student in a degree program to access this program. Canadian Colleges offer diploma programs, and International now recognizes the distinction. This will provide the Chapter with eager new members for many years to come.

MPI Bucks. This initiative was established to thank our hard-working volunteers in the Ottawa Chapter. The months when we hold luncheon events, we receive one name from all the committee chairs for the volunteer. At these events we draw and present the winners with a certificate worth \$50 in MPI Bucks. This certificate is redeemable only at any of our Ottawa members' place of business. There is no sponsorship involved, since the chosen member's business actually receives cash for supplying a gift certificate. Remember to "Buy MPI".

We continue to promote the "Welcome Club", with the objective to encourage new and potential members. This is held prior to monthly luncheon events only, as we feel that evening events have lots of excitement attached to them, and the session would be lost in the flurry of activities. From the survey, it has been determined that instead of just the email blast sent by Kathryn Cyr, our committee will contact the new and potential members who have signed up for the event and invite them to the "Welcome Club", which is for a half hour only, beginning at 11:00, which allows those attending our event the networking opportunity prior to the luncheon. However, we know how intimidating it can be to walk into that room filled with strangers who all seem to know each other, so our committee members escort them so they don't go into that room alone. Our original and continued intent is to include seasoned members in order to get them more involved on committees, or to remind them why they joined in the first place, all to increase our member retention.

It has been decided that in 2011, we will once again invite all our member volunteers to the AGM dinner in June.

This year we presented our members with their 5, 10, 15 and 20-year pins at the September Kick-off Reception.

**Membership Committee:**

Lira Buschman, CMP, Union of Canadian Transportation Employees  
Andrea Fernandes, Intercontinental Hotels Group (Canada) Ltd.  
Guido Guzzo - AVW-TElav Audio Visual Solutions  
Greg Plazek, The Westin Bayshore Vancouver  
Sharon Prophet, Radisson Ottawa  
Martha Tobin, MAXAD Promotional Marketing  
Kimberly Wilson, Novotel Hotel  
Monica Wolkowycki, WolfWorks Communications  
Heather Woolcox, Brent Moore and Associates  
Riccarda Galioto, AMMI Canada  
Jason Mullin, Kingston Waterfront  
Lynn Taylor, Canadian Cardiovascular  
Barbara Ourtschoorn Direct Energy Centre

## Recognition and Awards Committee

*Jim Shepherd, Director*

Given the somewhat circuitous path to the Gala this year, the Recognition and Awards Committee set modest goals for the 2011 Gala.

### 1. Introduce a new President's Award

To recognize efforts and contributions of certain members, we included a discretionary award for those individuals who have made a significant contribution to the Chapter in ways outside the defined, pre-existing awards.

Congratulations to our very first President's Award recipient, Kathryn Cyr

### 2. Encourage members to nominate

The nominations team worked hard at promoting the nominations process through personal appeals, announcements and e-blasts sent to the membership and to the Board of Directors, constantly encouraging everyone to nominate. The efforts proved successful as we received a total of 22 nominations for six awards.

All of the award categories received at least three nominations each, and after deliberation by the Executive Committee, the recipients in each category were chosen.

Sincere congratulations to all the Award Nominees for their well-deserved recognition.

The Award Recipients for 2011 are:

Student of the Year: Heather Woolcox  
Rising Star of the Year: Kristy Klawitter  
Supplier of the Year: Lesley Mackay  
Planner of the Year: Mary Ahearn, CMP  
Mentor of the Year: François Brunet  
Volunteer of the Year: David Tubbe

President's Award: Kathryn Cyr  
Honourary Member: Jim Durrell

### 3. Hold ticket prices

This year we were able to leverage the size of the Gala based on the space available at the Ottawa Convention Centre to increase our revenues while simultaneously holding the line on ticket prices even with the addition of the HST.

#### **4. Meet sponsorship revenues for the Gala**

With the generous assistance of the Strategic Alliances Committee, the Gala Committee slightly exceeded our 2011 targets in achieving sponsorship revenues. Many thanks to the sponsors of the Gala, including:

- Québec City Tourism
- Edmonton Tourism
- AVW-TELAV Audio Visual Solutions
- The Westin Ottawa
- Tourism Toronto
- ConferSense Planners Inc.
- D.E. Systems
- Algonquin College School of Hospitality and Tourism
- AV Canada
- Tourism Winnipeg
- Outaouais Tourism
- Ottawa Convention Centre
- Allegra Printing
- Zsuzsanna Liko Communications Inc.
- Meetings & Conventions Calgary
- Creative Edge Studio Inc.
- Porter Air
- Fairmont Tremblant

#### **5. Surpass ticket sales**

This year's Gala exceeded ticket sales with yet another sold-out event. In excess of 400 MPI Ottawa Chapter members and guests attended this year's Gala, making it the largest ever held. In terms of profitability, preliminary indicators point to a 20-25% increase in the funding remittance the Gala was able to provide for the Chapter.

#### **Recognition and Awards Committee:**

- Brian Scott, Scott Photography
- Carole Morissette, Delta City Centre
- Carole Saad, CMP, chic & swell events
- Claude de Bonville, Baldwin Audio Visual Rentals
- Diane Fowles, Events by Diane
- Dan Donaldson, CMP, Ottawa Convention Centre
- Jim Shepherd, AVW-TELAV Audio Visual Solutions
- Judy Fredette, Independent Meeting Professional
- Margaret Dennis, MAGnificent Events
- Marie-Louise Doyle, Transportation Association of Canada
- Nicole Burchat, the Conference Board of Canada
- Patricia Pearson, CMP, Brent Moore and Associates
- Richard McCoy, CAE, Canadian Thoracic Society
- Ron Hanniman, Creative Edge Studio
- Ryan Latimer, Ottawa Convention Centre

## The 2010 Annual General Meeting

**MINUTES OF THE 2010 ANNUAL GENERAL MEETING**  
**Thursday, June 10<sup>th</sup>, 2010**  
17:00 – 20:30  
Canadian Museum of Nature

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

Ashton Wagner, Marc, Bedard, Lilly Bissonette, Isabelle Boucher, Nathalie Boulet, Jacqueline Boyer, Carole Brault, CMP, Iana Ciatti, Dawn Collings, Anna Lee Chabot, Kathryn Cyr, Patrick Dault, Jacques Drury, Andrea Fernandes, Ida Firestone, Markus Fisher, Catherine Franchuk, Judy Fredette, Riccarda Galioto, Cindy Gascon, Louise Gervais, CMP, Bryan Glube, Guido Guzzo, Ron Hanniman, R.Steward Hartley, Jennifer Holly, Andrew Horsfield, Lesley Hoyles, Melanie Hudson, Alison Hunter, Angela Jefferies, Darlene Kelly-Stewart, Ruta Klicius, Marie Klobucar, Francine Lapointe, Sarah Laturus, Suzanne LeBlanc, Robert Lemieux, Lisa Levia, Zsuzsanna Liko, Heather Lockwood, CMP, John Maharaj, Richard McCoy, CAE, Marye Ménard-Bos, CMP, CMM, Jill Mimeault, Chantal Montpetit, Chantal Nadeau, Rosalind Paciga, Liette Philippe, Susan Phillips, Martine Pigeon, Rose-Marie Racine, Norman Reid, Anita Sawyer, Brian Scott, Sharyon Smith, Michelle Shortall, CMP, Joanne St-Pierre, Martha Tobin, Marianne Trottier, Rosemary Vaughan, Jocelyn Weidenhaupt, Kimberly Wilson, Hester Whatman, Monica Wolkowycki, Darlene Yeomans.

1. **CALL TO ORDER:** Marye Ménard-Bos, CMP, CMM, President, called the meeting to order at 18:15.
2. **ESTABLISHMENT OF QUORUM:** Marye Ménard-Bos, CMM, CMP, President, called upon Kathryn Cyr, Chapter Secretariat, to determine if a quorum was present. The Secretariat indicated that a quorum existed.
3. **ACCEPTANCE OF THE AGENDA:** It was moved by Darlene Kelly-Stewart, seconded by Andrew Horsfield to accept the agenda as circulated. Carried.
4. **APPROVAL OF THE 2009 ANNUAL GENERAL MEETING MINUTES:** It was moved by Patricia Pearson, CMP seconded by Heather Lockwood, CMP to approve the minutes of the 2009 Annual Meeting. Carried.
5. **AUDITED FINANCIAL STATEMENTS:** Patricia Pearson, CMP, VP Finance, presented the 2009-2010 audited financial statements. It was moved by Ron Humick, seconded by Melanie Hudson to approve the audited financial statements. Carried.
6. **APPOINTMENT OF AUDITOR FOR 2010-2011:** That the firm of Nephin & Winters be appointed as auditors for the upcoming fiscal year 2010-2011. It was moved by Michelle Shortall, CMP, seconded by Chantal Nadeau to approve said appointment. Carried.

7. ANNUAL REPORT: Marye Ménard-Bos, CMM, CMP, President, noted that all committee reports were included in the Annual Report and would not be presented separately. It was moved by Carole Brault, CMP seconded by Markus Fisher to accept the Annual Report as presented. Carried.
8. RECOGNITION OF RETIRING BOARD MEMBERS:, Marye Ménard-Bos, CMM, CMP, President, thanked the outgoing Board Members:

François Brunet, Past President  
Lesley Mackay, VP Communications\*  
Lira Buschman, CMP, Director of Education and Professional Development\*  
Lisa Sharman, Director of Strategic Alliances

\* not in attendance

9. PASSING OF THE PRESIDENT'S GAVEL: Marye Ménard-Bos, CMM, CMP President, thanked the Board and Chapter members for their support and turned over the gavel to Carole Saad CMP, President Elect. Carole Saad, CMP sent her regrets for not being able to attend.
10. INTRODUCTION OF THE 2010-2011 BOARD: The 2010-2011 Board of Directors was introduced:

- Carole Saad, CMP, President\*
- Markus Fisher, President-Elect
- Marye Ménard-Bos, CMP, CMM, Past-President
- Patricia Pearson, CMP, Vice-President Finance
- Richard McCoy, CAE, Vice-President Administration
- Kim Wilson, Vice-President Education
- Guido Guzzo, Vice-President Membership
- Jacqueline Boyer, Vice-President Communications
- Lesley Hoyles, Director of Publications
- John-Michael Maharaj, Director of Community Outreach
- Susan Noaro, CMP, Co-Director of Program & Education\*
- Claire Fitzpatrick, Co-Director of Program & Education\*
- Andrea Fernandes, Director of Recognition & Awards
- Robert Lemieux, Director of Strategic Alliances
- Marie Louise Doyle, Director of Strategic Education\*
- Andrew Horsfield, Director of Public Relations, Marketing & CSR

\* not in attendance.

11. ADJOURNMENT: It was moved by Darlene Kelly-Stewart, seconded by Riccarda Galioto to adjourn the meeting. Carried. Meeting adjourned at 18.40.

## Legacy of Dedication

### Past Presidents' Honour Roll (1984-2011)

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