



2019/2020

# ANNUAL REPORT

**Presented at the  
Annual General Meeting  
Date September 23, 2020**

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## 2019-20 BUSINESS PLAN

### Vision

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

### Mission

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

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 & History

Name of Chapter: Meeting Professionals International (MPI) Ottawa Chapter

Status/Incorporation: April 8, 1992 (Canada)

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 230+ member Ottawa Chapter of MPI, established in 1984, empowers its members to increase their strategic value with education, professional development, and business growth opportunities. For more information, visit [www.mpiweb.org/chapters/ottawa](http://www.mpiweb.org/chapters/ottawa).

### 2019-2020 Executive Summary

Our Chapter has a dedicated team of volunteer board members who are committed to increasing MPI awareness among their diverse professions. 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 & Resources

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

**Funding:** Our Chapter had budget for estimated revenues of \$283,612.14 to fund Chapter activities this year with a budget surplus of \$1,671.86.

**Time & 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 of active Past-Presidents who provide input and advise whenever requested.

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

- Chapter Business Manager
- Chapter Leaders Webpage
- Content & 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 a bi-annual basis
- Review the 18-month calendar at each monthly board meeting

## Products and Services

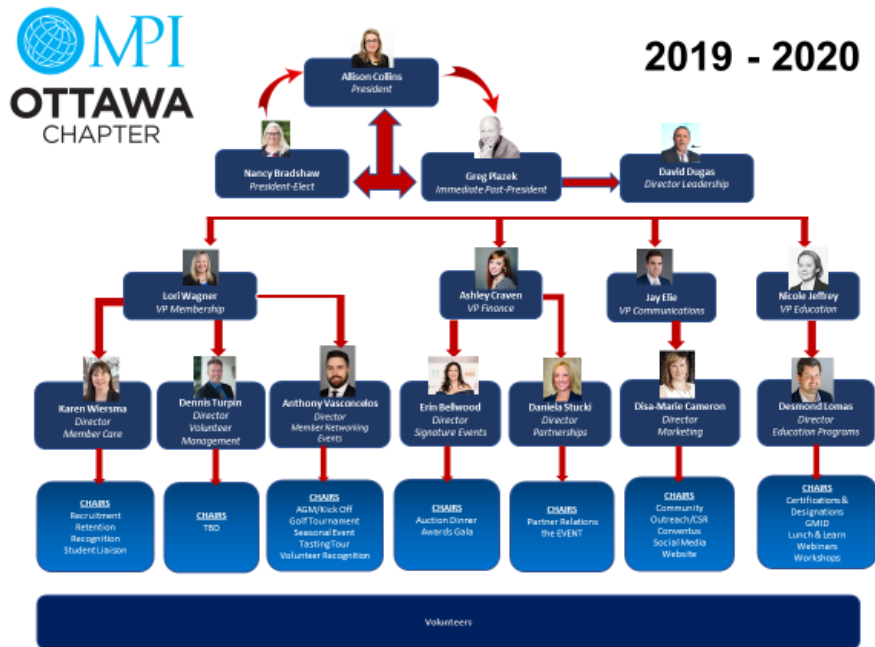
- Educational sessions
- Networking/social events
- Fundraising events
- CMP Study Group
- CMP Bootcamp
- Complimentary “Lunch & Learn” discussions for Chapter members
- “Taste & Network” events for Chapter members
- Partnership/sponsorship opportunities
- Website advertising opportunities

- Online Chapter Membership Directory
- Website
- MPI News and Views (Online)
- Career and Resume postings (via member-only weekly newsletter)
- RFP postings (via member-only website section)
- Social Media (Twitter, Facebook, LinkedIn...)
- Co-operation with other Chapters
- Co-operation with other associations

## Goals & 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 HQ educational support programs and grants via our continual support of the MPI Foundation.

# BOARD OF DIRECTORS ORGANIZATIONAL STRUCTURE



## 2019-20 Board of Directors

Name	Position
Allison Collins	President
Nancy Bradshaw, CMP	President Elect
Greg Plazek	Immediate Past President
David Dugas	Director, Leadership
Lori Wagner	Vice President Membership
Nicole Jeffrey, CMP	Vice President Education
Jay Elie	Vice President Communications
Ashley Craven, CMP	Vice President Finance
Daniela Stucki	Director, Partnership
Erin Bellwood	Director, Signature Events
Anthony Vasconcelos	Director, Member Networking Events
Desmond Lomas, CMP	Director, Education Programming
Karen Wiersma	Director, Member Care
Disa-Marie Cameron	Director, Marketing

## PRESIDENT'S MESSAGE

**ALLISON COLLINS, PRESIDENT**

I first of all want to thank the entire MPI Board and Ottawa Chapter members for what was an unprecedented year. Nobody could have foreseen the challenges our Chapter faced this year and having come together as a strong community we got through it together. I feel so proud of what we accomplished and the hard decisions we had to make.

As a board we started the year with a focus on providing great educational and networking events with an emphasis on building our financial reserves. The first half of the year was a success! The year kicked off with our Annual Golf Tournament and AGM followed by our Fall Education Sessions, Festive Dinner and Auction Dinner. We were on a roll keeping under budget and getting great attendance and reviews from our members. The Chairs and committees of each event worked so hard and were so dedicated and creative. We were all working so hard and looking forward to the next half of the year with GMID, The Event and our Awards Gala. Then COVID-19 hit and our world, our industry was turned upside down. We had to make some very difficult decisions and cancelled our remaining face to face events. This greatly impacted our finances and we were at a crossroad that we were no longer going to be able to operate as a Chapter. With the financial support and generosity of the MPI Foundation and our management company EM+ we were able to come out of this and as a board we embraced the new opportunities we could create. Although the end of the year wasn't how we had envisioned it I feel proud of how we came together and took the opportunity to make some positive changes. We engaged our members through our weekly coffee chats which were attended by MPI members from across the country. We brought two of our Education Events online and both were a huge success. As we look to the future, I see our Chapter striving and I'm excited to see what new, creative and innovated ideas happen.

This was an incredible experience and I want to thank those who supported me in taking on this role. We had quite the year with many successes and challenges and I feel proud of how we come through. I come out of this experience having learnt so much not only from the role but about myself. If you are thinking of pushing yourself out of your comfort zone and seeing what you can accomplish I would strongly encourage you to volunteer, join a board...you will be amazed at what you can do!

As Nancy Bradshaw takes over the role of President, I feel confident that the experience, knowledge and creativity she brings is exactly what the Chapter needs to bring us to the next level.

Thank you all for an amazing journey,



Allison Collins

## PRESIDENT ELECT'S MESSAGE

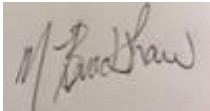
**NANCY BRADSHAW, PRESIDENT ELECT**

As my year as President Elect comes to an end, I am very proud of the accomplishments and successes we have had despite the very challenging times. As a member of the Ottawa event community for over 25 years, I was excited to move into the role of President Elect and continue to be excited about moving into the role of President. Our dedicated volunteers and members inspire me to keep moving forward and be part of the Chapter leadership that continues to provide you relevant and current education and networking opportunities.

While the last half of the year has brought us many challenges, it has also provided incredible growth opportunities that our chapter has embraced.

- Launch of our very successful virtual Coffee Chat sessions. 80+ members have attended these weekly networking/educational sessions where we learned new meeting techniques while supporting each other.
- Transitioning our chapter to work virtually. While I truly miss our face to face meetings, I feel the slow down in the process has provided opportunities to get to know each other better. (silver linings)

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 Allison Collins as President, I have learnt how to weather the storms and keep moving forward. My goal is to continue to keep us moving forward together to ensure our chapter is your event professional community.



Nancy Bradshaw



## IMMEDIATE PAST PRESIDENT'S MESSAGE

### GREG PLAZEK, IMMEDIATE PAST PRESIDENT

As the Immediate Past President (IPP), one of the biggest tasks in my role was to lead the Governance and Nominations committee, which is tasked with recruiting, interviewing, and helping onboard new Board Members for the subsequent fiscal year. Additionally, my role was to also provide support to the Office of the President throughout the year.

The 2020-21 Board of Directors looks very similar to the previous year's Board but with a few shuffles to new roles. These moves have all been well thought out and fit nicely with succession planning for future years. With the addition of Gabrielle Whittaker in the role of Director of Member Events, the new board is a blend of fresh thinkers and proven industry leaders. This combination will serve the new board well as MPI Ottawa continues to navigate the uncharted waters ahead.

Most of the plans for special projects this year were cut quite short with the COVID-19 Global Pandemic that hit in mid March. I found that my time and energy was redirected to frequent and lengthy Executive Committee virtual meetings discussions about the survival of our Chapter. This would be similar to most of my fellow Board members. I was truly inspired by the leadership shown by all of our Board but in particular by our President, Allison Collins, through this unprecedented disaster.

#### the **E**VENT

The IPP is responsible with liaising with The EVENT co-chairs to ensure board input and ensure that the interests of the Chapter have a voice and are represented throughout the planning and delivery of The Event. The EVENT was certainly trending in the right direction up to March 2020 to be another huge success. Then COVID-19 happened and the EVENT, like so many other meetings and events, had to be postponed for 2020. The EVENT is scheduled for April 15 – 17, 2021 in Toronto which is where it would have been in 2020. The EVENT will continue to see 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. Our heartfelt thanks go out to all planning members of this year's EVENT that worked so tirelessly for months. We share your disappointment but look forward to an incredible time in 2021.

In closing, I want to thank every member of the Board of Directors that I have had the pleasure of serving with over the past 3 years in my roles within the Office of the President. This has been a lot of work, a lot of fun and an experience that has been truly priceless. I have learned so much from each of you. I also thank you, our members, for the opportunity to serve on your Board and trusting me with our precious MPI Ottawa Chapter. My final message to you all is to get involved and volunteer in any capacity that you can. What you give, you will get back.



Greg Plazek

## LEADERSHIP

### DAVID DUGAS, DIRECTOR

As a past president of the MPI Ottawa chapter, I was happy to step into the role of Director of Leadership. As director, my role entailed providing guidance to the existing board of directors in their efforts, their tasks, and their goals mostly from a strategic position.

This year, the MPI Ottawa board of directors were very engaged and exhibited a great degree of synergy and common purpose. As such, my role became more supportive to their existing structure. Below is a summary of activities from the 2019/2020 year:

- Migrate the Volunteer code of conduct forms to a digital format. This entailed creating a registration site for the volunteers with checkbox acceptance to the code of conduct which is a mandatory pop up view in the form. This form is ready for use in 2020/2021.
- Quarterly Check ins with the directors on progress and volunteer needs.
- Assistance with succession planning and participation in the Governance and Nominating committee which built the board of directors slate for 2020/2021 via applications and interviews

Towards the middle of March, as director of leadership, I assisted the Office of the President in identifying risks related to the COVID19 epidemic, both logistically and financially. For the remainder of the 2019/2020 year, I tried to provide any input and support to the board and to the chapter as our financial outlook changed and as we moved away from using an association management firm due to financial constraints.

I do feel it is necessary to note that the leadership of the MPI Ottawa Chapter, specifically the office of the president and finance have steered our chapter through a difficult financial period with an extremely high degree of professionalism, and, as evidence to the synergy noted above, the chapter as a whole has moved into a phase of providing virtual events and networking, demonstrating a necessary adaption to the business climate for the chapter.

*David Dugas*

David Dugas

## FINANCE

### ASHLEY CRAVEN, VICE PRESIDENT FINANCE

The 2019-2020 year was challenging financially, even prior to the global pandemic. We finished our year with less of a surplus than anticipated which had been a critical plan to assist us in building up the chapter reserves

#### Statement of Financial Position

Financially, we are currently in a stable position due to the temporary suspension of our contract with our chapter administrator, EM+. At this time our net assets are \$24,305.00.

One of the key areas that left us vulnerable is that our two major money earning events, The Event and the Spring Prix Prestige Awards Gala happen in the last 6 months of our year. A strategy that we are looking into is moving the Prix Prestige Award Gala to the fall.

While the pandemic situation was very difficult for our chapter, you will see below that throughout the year we constantly needed to reevaluate and come up with new strategies to not end the year in a deficit, and ideally end with a surplus to begin to rebuild our reserves.

#### Statement of Operations

- **(Pre-Pandemic)** The budget we submitted to MPI Global in June 2019 had a plan for a surplus of about \$8,980
- **(Pre-Pandemic)** Because our sponsorship targets were down, in December the board went back to the drawing board and cut as many expenses as possible. Even with these significant cuts, we now were projecting a loss of \$8,488. With this new projection the board was given the instruction to save wherever they could.
- **(Pre-Pandemic)** Part of the solution to navigate our financial situation was to increase the ticket prices of our two signature events to match other similar industry events.
- **(Pre-Pandemic)** Our online advertising sales decreased by \$5,000 than what had been budgeted
- **(Post-Pandemic)** All in person events were cancelled, all of which were budgeted to achieve a surplus. GMID, The EVENT, Prix Prestige Awards Gala.
- **(Post-Pandemic)** MPI Global suspended our chapter rebates from March to July.
- **(Post-Pandemic)** We received a portion of our incentive metrics from MPI Global before the end of our fiscal year. This was a rebate of \$800 USD that had been put towards speakers for our Fall 2019 Education sessions.
- **(Post-Pandemic)** EM+ generously refunded the chapter for both March and April's fees, yet continued to work to help us transition until the end of May. EM+ still manages our books, at an hourly rate for the upcoming year. It cannot be understated that the generosity of EM+ is a key factor to our current stability.
- **(Post-Pandemic)** At our charity auction dinner we raised money for 3 charities, one of which was the MPI Foundation. The Foundation gifted our chapter back this money as a grant to assist us in staying open. The Foundation's generosity has helped our chapter continue to operate.

Summary

The 2020-2021 has currently budgeted for very low expenses and revenues to be conservative considering the pandemic. We will rely on the creativity and flexibility of our volunteers and members to continue to deliver services without incurring expenses. This includes the Office of the President acting as the temporary chapter administrators to significantly reduce our yearly expenses.

*Ashley Craven*

Ashley Craven

## Financial Statements for the Year Ended June 30, 2020

MEETING PROFESSIONALS INTERNATIONAL  
CANADA  
OTTAWA CHAPTER

FINANCIAL STATEMENTS

JUNE 30, 2020

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PARKER PRINS LEBANO  
Chartered Professional Accountants  
Professional Corporation

**NOTICE TO READER**

On the basis of information provided by management, we have compiled the Statement of Financial Position of **MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER** as at June 30, 2020 and the Statement Of Changes in Net Assets And Operations for the year then ended.

We have not performed an audit or a review engagement in respect of these financial statements and, accordingly, we express no assurance thereon.

Readers are cautioned that these statements may not be appropriate for their purposes.

A handwritten signature in black ink that reads "Parker Prins Lebano". The signature is written in a cursive, flowing style.

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

Ottawa, Ontario  
August 21, 2020

**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**

**STATEMENT OF FINANCIAL POSITION**

**AS AT JUNE 30, 2020**

(prepared without audit - See Notice to Reader)

	<u>2020</u>	<u>2019</u>
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 19,058	\$ -
Short-term investments (note 3)	3,910	3,874
Accounts receivable	7,025	20,470
HST receivable	6,815	5,743
Prepaid expenses	<u>304</u>	<u>408</u>
	<u>\$ 37,112</u>	<u>\$ 30,495</u>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Bank indebtedness	\$ -	\$ 227
Accounts payable and accrued liabilities	2,587	6,521
HST payable	-	1,059
Deferred revenue - Sponsorship	5,000	-
Deferred revenue - Advertising	<u>5,220</u>	<u>7,185</u>
	<u>12,807</u>	<u>14,992</u>
<b>NET ASSETS</b>		
Unrestricted	24,305	(8,278)
Internally restricted - Advance Education Fund (note 6)	<u>-</u>	<u>23,781</u>
	<u>24,305</u>	<u>15,503</u>
	<u>\$ 37,112</u>	<u>\$ 30,495</u>

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

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**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**

**STATEMENT OF CHANGES IN NET ASSETS  
FOR THE YEAR ENDED JUNE 30, 2020**

(prepared without audit - See Notice to Reader)

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	<u>2020</u>	<u>2019</u>
<b>UNRESTRICTED NET ASSETS</b>		
Balance, beginning of year	\$ (8,278)	\$ (9,826)
Excess of revenue over expenses	8,802	1,548
Transfer from restricted net assets	<u>23,781</u>	<u>-</u>
Balance, end of year	<u>\$ 24,305</u>	<u>\$ (8,278)</u>
<b>INTERNALLY RESTRICTED NET ASSETS - ADVANCE EDUCATION FUND (Note 6)</b>		
Balance, beginning of year	\$ 23,781	\$ 23,781
Transfer to unrestricted net assets	<u>(23,781)</u>	<u>-</u>
Balance, end of year	<u>\$ -</u>	<u>\$ 23,781</u>

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

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## MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

### STATEMENT OF OPERATIONS

FOR THE YEAR ENDED JUNE 30, 2020

(prepared without audit - See Notice to Reader)

	2020	2019
<b>REVENUE</b>		
Communications	\$ 10,739	\$ 19,669
Community outreach	92,729	113,428
Education events	6,355	4,220
Interest	796	782
Membership	20,050	8,069
Member events	34,712	36,124
Other revenue	-	17,000
Recognition and awards	-	66,438
Strategic education (GMID)	<u>1,325</u>	<u>6,510</u>
	<u>166,706</u>	<u>272,240</u>
<b>EXPENSES</b>		
Board of directors	3,323	11,650
Communications	5,495	8,540
Community outreach	63,201	91,474
Education events	12,259	17,130
Finance	6,228	11,808
Management fees and expenses	43,233	68,904
Membership	-	1,860
Member events	23,194	19,380
Publications	-	126
Recognition and awards	-	38,513
Strategic education (GMID)	<u>971</u>	<u>1,307</u>
	<u>157,904</u>	<u>270,692</u>
<b>EXCESS OF REVENUE OVER EXPENSES</b>	<u>\$ 8,802</u>	<u>\$ 1,548</u>

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

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**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**

**STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED JUNE 30, 2020**  
(prepared without audit - See Notice to Reader)

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	<u>2020</u>	<u>2019</u>
<b>CASH FLOWS FROM (USED FOR) OPERATING ACTIVITIES</b>		
Excess of revenue over expenses	\$ 8,802	\$ 1,548
Items not affecting cash:		
Accrued interest on investment	<u>(36)</u>	<u>(187)</u>
	<b>8,766</b>	<b>1,361</b>
Net changes in non-cash items related to operations:		
Accounts receivable	<b>12,373</b>	<b>8,147</b>
Prepaid expenses	<b>104</b>	<b>(408)</b>
Accounts payable and accrued liabilities	<b>(3,934)</b>	<b>(5,295)</b>
Government remittances payable	<b>(1,059)</b>	<b>1,059</b>
Deferred revenue - Sponsorship	<b>5,000</b>	<b>(26,374)</b>
Deferred revenue - Advertising	<b>(1,965)</b>	<b>7,185</b>
	<u><b>19,285</b></u>	<u><b>(14,325)</b></u>
<b>INCREASE (DECREASE) IN CASH AND EQUIVALENTS</b>	<b>19,285</b>	<b>(14,325)</b>
<b>(BANK INDEBTEDNESS) CASH AND EQUIVALENTS, BEGINNING OF YEAR</b>	<u><b>(227)</b></u>	<u><b>14,098</b></u>
<b>CASH AND EQUIVALENTS (BANK INDEBTEDNESS), END OF YEAR</b>	<u><u><b>\$ 19,058</b></u></u>	<u><u><b>\$ (227)</b></u></u>

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

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## Notes to Financial Statements

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### MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

#### NOTES TO THE FINANCIAL STATEMENTS

JUNE 30, 2020

(prepared without audit - See Notice to Reader)

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#### 1. GENERAL

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

#### 2. SIGNIFICANT ACCOUNTING POLICIES

##### **Basis of presentation**

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

##### **Revenue recognition**

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

##### **Capital assets**

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

##### **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 2020 - \$4,114, 2019 - \$4,062).

#### 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, 2019.

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**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**

**NOTES TO THE FINANCIAL STATEMENTS (continued)**

**JUNE 30, 2020**

(prepared without audit - See Notice to Reader)

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**5. COMMITMENTS**

The organization has contracted for administration and management services expiring July 31, 2020 with future minimum contract payments totaling \$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. In fiscal 2020, the Board made the decision to eliminate the restricted fund. The organization has changed the processes in place, and all events must now either breakeven or produce a profit. Due to the change in process, the organization no longer needs to restrict money to support future events through this fund. The balance in the restricted fund has been transferred to the unrestricted fund.

## PARTNERSHIPS

### DANIELA STUCKI, DIRECTOR

In the 2019/2020 fiscal year the Partnerships portfolio did not reach the targeted goal for many different reasons. The year finished very poorly due to COVID-19, starting in March 2020, when all live events were cancelled, resulting in no revenue, and refunding already secured sponsorship. We finished the year with \$42,000 missing our target by \$53,000.

The Golf event was very well attended, and it is a great event for partnership dollars to roll in as all holes were sold out in a few days. The Charity Auction was also a great event, and it has been proven that it is possible to have a WOW event on a lower budget as the main focus is still to network creating ROI for all of our sponsors and purchased tables. More networking time will result in a more engaged audience for sponsors.

Our Partnership Care initiative was successful as I was very involved with all partnerships. The theme for the Charity Auction dinner was shared early allowing partners an opportunity to fit into their destination presentations or participate directly with the beach theme. As the April awards Gala was cancelled, we are working on recognizing our award nominees in the fall.

As these are very unprecedented times where no large live events are currently permitted, we are taking a very different approach. It is evident that sponsorship dollars will fall short for the upcoming year due to hotels closing and laying off staff, therefore limiting funds to the DMO's. Our focus will continue to be virtual until gathering restrictions are lifted, in hopes the MPI community stays connected. Cash, In-Kind and advertising opportunities will be offered to partners on a very customized level for maximum exposure and ROI. Should live events be back by end of 2020, we will most certainly change the prospectus accordingly.

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

*Daniela Stucki*

Daniela Stucki

## SIGNATURE EVENTS

### ERIN BELLWOOD, DIRECTOR

2019-2020 was the second 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. I moved from co-chair of the Charity Auction Gala to Director of both signature events after Once the position became available in July 2019.

#### **Charity Auction Dinner**

On January 30th, over 500 attendees gathered for the 16th Annual MPI Charity Auction & Dinner, which took place at the Shaw Centre. The organizing committee transported attendees back to a tropical destination with

help of some amazingly beachy decor. Many people took this theme to heart and showed how to be “Vacation Ready” by dressing for the beach.

Fundraising was done via amazing and generous donations to the Silent and Live Auction. New this year three charities benefiting from the evening’s fundraising endeavours were the Ottawa Network for Education’s School Breakfast Program, Hopewell and the MPI Foundation.

The MPI Ottawa Chapter proudly supports the work of these organizations and sincerely appreciates the value that they add to our community. We were also honoured to host a representative from both charities as well as the previous and incoming chairs of the MPI Foundation, Canada. Thanks to the bidders, the event raised more than the year before with a total of \$23,500, split between all three charities.

The overall feedback from the evening was 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 the excellence of our active members for their commitment, service and involvement in the chapter, industry and community at large. The Member Care committee continued their incredibly hard work with their fine-tuned nomination and evaluation process. Due to COVID-19 the Awards program was unable to take place this year on May 7th at the Brookstreet Hotel. We are currently working on a digital format to be hosted in the Fall 2020 to recognize all the nominees.

### **Committee Members**

Christina Amos  
Jessica Clifford  
Jenny Dao-D’Angelo  
Stacey Galasso  
Brian Henry  
Chriss Holloway  
Courtney Jones, CMP  
Sarah Landry, CMP  
Meg LaPlante  
Caresse Ley  
Jennifer McAndrews, MBA, CED, DES  
Marye Ménard-Bos, CMP, CMM  
Rebecca Naar  
Alice Parnis  
Devon Saulis  
Violeta Ugarte  
Gabrielle Whittaker

*Erin Bellwood*

Erin Bellwood



## EDUCATION

**NICOLE JEFFREY, VICE PRESIDENT**  
**DESMOND LOMAS, DIRECTOR**

The education committee had an eventful year and worked very hard to put together high-quality events in a variety of formats. They also rose to the challenge to quickly shift gears and continue to do so in a virtual environment on tight timelines after all in-person events were cancelled due to COVID-19.

The Education Portfolio had three key goals this past year:

- Execute 6 educational event offerings on a variety of topics using different event formats while meeting or exceeding the goal of having 50% accredited by the Events Industry Council
- 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.
- Promote Foundation Scholarships and grants and encourage members to take advantage to pursue further education

The education committee put together 5 accredited education events this year and promoted attendance at MPI's Virtual GMID which took the place of the Ottawa chapter event that had to be cancelled. MPI Global chapter standards were revised after the COVID-19 shutdown from 6 educational events to 4, with virtual GMID counting towards that total. With 100% of our 5 events EIC accredited, we surpassed our target metrics from MPI Global. The EVENT was postponed until 2021 which is considered part of the educational opportunities offered to the Ottawa chapter, so the education committee added a new June event to continue to deliver education to our membership.

This year's event highlights included:

- **October Lunch and Learn:** Mathieu Langelier led a lunch time session sharing his learning and experience with dealing with volunteers and committees.
- **November Event Workshop:** Led by Rick Malloch, this education workshop focused on leadership and creating a high-performance meetings and events team
- **March Round Tables:** the last live event before everything shut down, 6 moderators led lively discussions around sponsor activations, contracts, trade shows, sales strategy, AV and getting your CMP
- **May Virtual Round Tables:** The popular round table discussions went virtual, featuring industry experts in virtual events, food services, contracts, and sustainability. It also showcased MPI's own first foray into virtual event design and showcased what could be done with a few zoom accounts and a lot of creativity
- **June Virtual Event - Ingredients for Success:** Featured a panel of key industry players on what they are doing to prepare for reopening and what success over the next few years will look like. This was followed by a chef demonstration and wine pairing with wine provided to participants by the sponsor.

Our Global Meetings Industry Day committee put a lot of work into the planning of our GMID event prior to its cancellation and had some great ideas to shake up the event. We would like to thank them for their hard work, and we know we will see those ideas in action once we return to our face to face events. We joined in the industry efforts to promote MPI Global's GMID Virtual events to connect with over 15,000 registrants in celebrating the day.

Karen Norris, our Scholarship and Designations chair, kept the website information up to date for our membership on the MPI Foundation scholarships available and wrote an article for chapter News and Views on the value towards professional development. Paul Glover ran a fantastic Certified Meeting Professional (CMP) Boot Camp with additional online resources in January to help a dedicated group of candidates prepare for their exams.

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

### Committee Members

Paul Glover, CMP  
Karen Norris, CMP  
Anne Lamarche  
Nancy Bradshaw  
Disa-Marie Cameron  
Denisa Horak  
Julie Aziz  
Kristina Sabourin  
Courtney Jones  
Katherine Craig  
Khadija Farah  
Emily MacKay  
Bruce Landry  
Marbella Berroa

*Nicole Jeffrey*

Nicole Jeffrey

*Desmond Lomas*

Desmond Lomas

## MEMBERSHIP

### LORI WAGNER, VICE PRESIDENT

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

- **Member Care** which was led by Karen Wiersma. The key focus for the Member Care Director and committee is ensuring that our members receive regular contact and follow up. For the past three years, we have had dedicated committee members who follow up with members whose membership is due for renewal or with those who have cancelled. Through these calls we have received some valuable feedback from our members which in return helps us address any concerns that were raised. We also 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 committee have been proactive in presenting to students at Algonquin College and the former MPI President attended as well to promote membership. The committee also successfully hosted two quarterly DIY get togethers encouraging current members and potential student members to attend and network. Unfortunately, due to COVID-19, we were unable to



host the Spring DIY event or the popular mentorship “speed dating” event. The committee also participated as exhibitors at CSAE Tete-a-Tete and the Executive Travel Show to promote MPI membership and follow up was completed from both shows.

Karen will be staying on as Director of Member Care for her second term.

- **Member Events** which was led by Anthony Vasconcelos. The Member Events committees organized the Golf, AGM and the Festive Dinner in 2019. These events allowed our members and sponsors to network and engage with each other in social settings. For the second year, the golf tournament and AGM were combined into one event and we received positive feedback. The Festive Dinner was well received by our members with a “Narnia” themed event at the Sheraton Ottawa. Due to the COVID-19, we were unable to host the June tasting event in person however did host a virtual Wine and Food Pairing hosted by Peller Estates that was well attended.
- Anthony is moving into the role of VP Membership and Gabrielle Whittaker will be taking on Member Events for the 2020/2021 year. I would like to thank Anthony for all of his hard work with the AGM/Golf Tournament and the Festive Dinner and welcome Gabrielle to the board.
- **Volunteer Management** was led by Dennis Turpin who is going into his second year in this board position. Dennis followed up with all members who showed interest in participating as volunteers and helped place them on specific committees. He also provided monthly updated lists of volunteers to the Director of Member Care to ensure the list was up to date. With the changes that have occurred over the past few months due to the pandemic, we are still pleased to see new volunteers applying for committees.

Below the Director of Member Events and the Director of Member Care will outline in more detail the structure of their committee and what successes they have had this year. Although 2020 has not turned out as expected, we have really come together as a board to provide support and networking opportunities for our members. I am proud of everyone for stepping up during this most challenging time and I would like to take this opportunity to thank the three Directors; Karen Wiersma, Anthony Vasconcelos and Dennis Turpin as well as all the dedicated committee members for all the hard work and accomplishments this year.

*Lori Wagner*

Lori Wagner

## MEMBER CARE

### KAREN WIERSMA, DIRECTOR

The 2019/2020 year for Member Care started out strong with recognition of our members at the 2019 September AGM but once COVID-19 was upon us, our membership and volunteers as a whole took a significant hit as many were laid off or lost their jobs. The focus this year was nourishing our strong Committees so we can achieve our goals but shifted to a back to basics approach of simply checking in on members personally, ensuring that they knew of help available and how to keep connected with the MPI Ottawa community. The Board was tasked with calling members and being present to address questions/concerns on our weekly coffee chats.

#### HIGHLIGHTS

##### **Recognition**

The two co-chairs worked on a plan for recognizing years of membership and pins were initially presented at the AGM in the fall of 2019 and to those that didn't attend the AGM members upon registration at future events.

The Prix Prestige awards were schedule for May 2020 and the nomination committee had been working with all the nominees on the forms. Unfortunately, due to COVID-19, the event was cancelled. Nominations were extended until the end of June and the Chair will be working with the Executive on selecting winners for the revamped virtual Awards event coming this fall.

##### **Student Liaison Sub-Committee**

There were two well received visits to Algonquin College by a committee and board member; one event being a class visit and the other was the Grad Panel. The Chair for the committee also attended the Grad Panel. The Chair will work with Algonquin College on future visits once we have an understanding of how the course syllabus has been released.

##### **Monthly Membership Calls**

Communication through membership calls continues to be the essence of the Member Care Committee and the most important task of the retention subcommittee. Two new Co-Chairs were connecting with members and we believe that in this current climate, we should have more people reaching out. The Board was tasked with calls; thank you! One of our biggest challenges was having up to date contact information.

Once COVID-19 hit our members, we worked closely with the communications committee on promoting how to get in touch with MPI Global for assistance, promotions and to update their profiles to ensure we had the most current contact information.

##### **Recruitment**

MPI Ottawa was present at two of our regularly attended trades shows to recruit new members: The Executive Travel Show and Tête-à-Tête. Follow ups were done with all booth visitors who put their name into the prize draw.

##### **Successful projects**

DIY events that give our members and potential members an easy, affordable, comfortable networking option. Our most successful one was held in February 2020 at the Queen Street Fare.

Coaching corner articles were reduced to 6 times a year (from 12) giving the student committee more time to put out thoughtful content and still focus on their other projects and class visits.

Following up with non-members after events, giving them resources on becoming an Ottawa Chapter Member.

### **Postponements**

The speed mentoring event which in the past successfully engaged our Young Professionals was cancelled due to COVID-19. This is an important investment in the future of our chapter and will be held when the time is right.

The Ambassador program and MPI Bucks have been put on hold for financial and logistical reasons. We are looking at a New Member Welcome meet up prior to in-person events; when they can be held again.

### **Committee Members**

Karen Norris, CMP  
Stu Greenoff  
Tessa Toutant  
Angelita Aboukassam  
Meg LaPlante  
Gabrielle Whittaker  
Sarah Levitin

Gabrielle has recently stepped down from the Recognition Sub-Committee to join the MPI Ottawa Board! Wishing Gabrielle all the best with her new role.

The Member Care Committee is committed to continuing to reach out to our members to ensure that they are aware of available networking, education and financial aid options within our chapter. I feel very fortunate to have work with such a dedicated board, especially the Executive Committee who saw us through a financially strenuous time.

*Karen Wiersma*

Karen Wiersma

## **MEMBER NETWORKING EVENTS**

### **ANTHONY VASCONCELOS, DIRECTOR**

2019-2020 has been the most interesting and dramatic year for our portfolio. Fortunately, we executed most of our events in 2019 prior to the COVID-19 Global Pandemic.

We executed two large events as part of this portfolio, with the third event being cancelled due to our social climate. Although, this has challenged our financial standing – we have been able to deliver profitable and well-attended Networking events that have put us in a position of relevance and at the forefront of our members minds during these times.

Under the direction of the Director of Member Networking Events, the committee has 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.

We have certainly achieved these targets but aimed to truly re-vamp the transition years of this portfolio. The idea was to maintain a better transitional platform to ease the planning of these events and executing them without dependencies on either monetary or human capital – which has been challenged throughout the year.

Volunteer management was surely a challenge this year, but with a standardized plan to engage new volunteers each year – we feel that the portfolio will be well positioned to resume our initiatives when the time comes.

**Highlights:**

- **Golf Day with the September AGM & Kickoff.** “FAIRway Festival” was held at the Chateau Cartier Golf Club. La Ferme Rouge was where we hosted the AGM, which was just off the golf course. This was a massive success with an included live band that was serving our dinner. The feedback was exceptional and truly kicked off the networking year with a high standard.
- **The Festive Dinner** We hosted the festive dinner at the Sheraton Hotel, who truly excelled and provided us with several inclusions and upgrades to showcase their newly renovated property. It has been many years since they were visited by the community, and this provided them with a platform to truly exhibit their property and offerings. They were a large partner and highlighted the theme of our event.

*Thank you - Alice Parnis, Heather Lockwood, Jeanna Andre-Murdie, Carolyn Leslie, and Annie Leveillé.* Although we’ve had a challenging year, the events that we kicked off truly cemented our relevant place during these difficult times and continue to highlight the value we bring to our members.

Wishing Gabrielle Whittaker all the best in her new role – I will be there to assist her in any way.

**Committee Members**

Jeanna Andre-Murdie  
Andrew Horsfield  
Annie Leveillee  
Brian Henry  
David Manias  
David Puff  
Gabrielle Whittaker  
Heather Lockwood  
Katherine Craig  
Rebecca Narr  
Alice Parnis  
Alex Melbourne

*Anthony Vasconcelos*

Anthony Vasconcelos

## COMMUNICATIONS & MARKETING

### JAY ELIE, VICE PRESIDENT, COMMUNICATIONS

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 blog News & Views, previously called Conventus, and all digital event promotion. This was led by the Director of Marketing: Disa-Marie Cameron.

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: Disa-Marie Cameron.

While much of the 2019-2020 year will be remembered for COVID-19, how the Chapter successfully pivoted our strategy in its wake, and its effect on the meetings and events industry, the communications and marketing team also focused on elevating our presence and increasing engagement on social media and digital platforms, as well as streamlining our internal processes when collaborating with other portfolios and committees. A highlight of the 2019-2020 Chapter year was headquarters' feedback on our website and social media efforts, singling the chapter out as a benchmark to other MPI Chapters.

*Jay Elie*

Jay Elie

## MARKETING

### DISA-MARIE CAMERON, DIRECTOR

2019-2020 was an exciting year for the Communications Committee as we focused on our external and internal marketing strategies and additional efforts on developing our Social Media platforms (Twitter, Instagram, Facebook, and LinkedIn). With our online communications forum (Chapter News & Views) it has now been possible to extend our Committee goals and strategies to better reflect the growing needs of both our Chapter and its Membership, in terms of community engagement when communication and marketing is concerned.

The Communications & Marketing Committees are represented by three sub-committees: our Chapter News & Views, Social Media, and Community Outreach.

**News & Views Subcommittee - Highlights and Accomplishments:**

The Chapter News & Views Subcommittee has 6 committee members with regular or rotating roles that range from article writers, editors, publishers and more. The Subcommittee has continued to develop and produce thought-provoking content for the online readership this year. News & Views are comprised of various thought-provoking articles. Some include reporting on our local MPI Ottawa events, providing innovative tips for planners and suppliers, what's hot in industry news, membership benefits and FAQs, some MPI Global and Foundation updates, along with educational content - and any other meetings and events industry-related topics. While we have scaled down this year on the number of articles being published per month, the News & Views subcommittee publishes approximately 4 articles per month.

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

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

The Social Media Subcommittee grew exponentially in 2020. Many of the Communications Committee goals and focus were realized through Social Media as this is an ever-growing content sharing tool that is part of the Chapter's marketing and communications efforts. The MPI Ottawa Chapter has an official Twitter Page, Facebook Page and Group Forum, Instagram Page and LinkedIn Profile. The subcommittee has been very successful this year in increasing followers and growing engagement on every platform by developing original and interesting content for each.

The Social Media Subcommittee consists of a Chair that oversees and coordinates with our individual committee members. These committee members each have a dedicated platform: The Chapter's Facebook, Twitter, Instagram and LinkedIn accounts. This year, we focused on better structuring and streamlining this Subcommittee to ensure all social media platforms are well-covered and strategic in order to deliver on our marketing goals and objectives, along with increasing our engagement and virtual reach.

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

It is hard to say which platform has seen the most growth, as each committee member has done such a great job on their respective platform.

Our social media platforms are crucial when it comes to promoting Chapters events, recognizing sponsors and helping to increase our ticket sales. This year, we refined and refreshed our 'Marketing Plan' in order to better promote the Chapter and our events to the membership through the means of social media.

The addition of weekly #CoffeeTalks has brought together our membership during an unprecedented time and has provided a community forum for our members to meet every week and engage with others going through the same as them. How long we will continue the weekly #CoffeeTalks for, remains to be seen.

Overall, we have accomplished many of our Chapter's communications and marketing goals throughout the 2019-2020 year. We look forward to the year ahead to further develop our overall marketing strategy.

**Community Outreach Subcommittee - Highlights and Accomplishments:**

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

**Who did we support in 2019-2020 and how??**

**Hopewell, Eating Disorder Centre**

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

Hopewell was one of two charities that benefitted from the Chapter's major fundraising activity, the Charity Auction and Dinner. The event took place at the Shaw Centre in January 2020. Hopewell received just over \$7,000.00 from our Chapter's efforts.

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

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

The Committee's major activity for the year was the MPI Annual Charity Auction and Dinner. The event, took place in January at the Shaw Centre and we donated a third of the funds raised to the Ottawa Network for Education; \$7,000.

**Snowsuit Fund**

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

Committee volunteers, where able to schedule one visit to their warehouse this year and enjoyed giving back to the community.

**MPI Foundation**

For the second year in a row we donate \$2.00 per registration for all of our events back to the MPI Foundation. In addition to this, we decide to have the MPI Foundation as one of our recipients for the money raised at the Charity Auction Dinner. We feel it is important to support the Foundation because it gives our members an opportunity to grow their careers and education.

**Website Committee (new position for 2020-2021)**

Out-going VP of Communications - Jay Elie, will remain to oversee the Chapter Website duties

**Social Media Committee Members**

Katherine Craig, Chair  
Shivani Pandya  
Emily McKay  
Janet Maslin

Lydia Blanchard

**Chapter News & Views Committee Members**

Angelita Aboukassam  
Cynthia Beaudin  
Melanie Hudson  
Darlene Kelly Stewart  
Rozanne Lyons, CMP  
Jessica Poon  
Denisa Horak

**Community Outreach Committee Members**

Chriss Holloway Chair  
Julie Bérubé  
Katherine Craig  
Marc Forgette  
Allison Garrod  
Rose-Marie Guerra  
Brian Henry  
Andrew Horsfield  
Sarah Landry, CMP  
Lisa Levia  
Diane Mongrain  
Rebecca Narr  
Liette Philippe  
Karen Wright  
Andrew Horsfield

*Disa Marie Cameron*

Disa Marie Cameron



## MINUTES OF THE 2019 ANNUAL GENERAL MEETING

MINUTES OF THE 2019 ANNUAL GENERAL MEETING Tuesday, September 10th, 2019 18:00-18:30 Golf Château Cartier, Ottawa 1170 Chemin d'Aylmer, Gatineau, QC J9H 7L3

1. CALL TO ORDER: Greg Plazek, Immediate Past President, called the meeting to order at 18:15. 1. ESTABLISHMENT OF QUORUM: Greg Plazek, Immediate Past President, called upon Colleen Fifield from the MPI Ottawa Management Office, to determine if a quorum was present. Colleen confirmed that quorum was achieved.

2. ACCEPTANCE OF THE AGENDA: It was moved by Riccarda Galiato and seconded by Erin Bellwood to accept the agenda as circulated. Carried.

3. APPROVAL OF THE 2018 ANNUAL GENERAL MEETING MINUTES: It was moved by Alice Parnis and seconded by Heather Lockwood to approve the minutes of the 2018 Annual General Meeting. Carried.

APPROVAL OF THE 2018-2019 AUDITED FINANCIAL STATEMENTS: Greg Plazek, Immediate Past President, moved to dispense with the reading of the 2018 – 2019 audited financial statements of MPI Ottawa and the Auditor's report for the period ending June 30, 2019, prepared and signed by the accounting firm of Parker Prins & Lebano and accept them as circulated, seconded by Melanie Hudson. Carried.

The Immediate Past President presented an overview of the financial position.

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 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 \$7000.00. 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, this was still a surplus. This was critical in turning the Financial corner for the Chapter after reporting a deficit of \$27,144 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.

It was moved by Louise Gervais and seconded by Bonnie Burgess-Young to accept the audited financials as circulated. Carried.

It was moved by Karen Wiersma and seconded Cindy Gascon to appoint Parker, Prins & Lebano as the auditor for the 2019-2020 fiscal year. Carried.

4. APPROVAL OF THE 2018-2019 ANNUAL REPORT It was moved by Christina Amos and seconded by Desmond Lomas to accept the annual report as posted on the website.

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

- Moved the Golf Day & AGM to a new month;
- migrated from our own chapter hosted website to the new MPI Global website hub with all MPI chapters;
- unforgettable Networking & Signature Events like the Festive Dinner, Charity Auction Dinner and the Prix Prestige Awards Gala;
- Education was top notch last year with 5 Education events which included an incredible GMID program. We should be so proud;
- In addition to this we hosted a successful CMP Boot Camp in January;
- The EVENT was recognized and won a RISE award at WEC for Innovative Educational Programming.

There is so much more and the Immediate Past President encourages everyone to have a read through our Annual Report which is posted on our website.

It was truly my honour to serve as your 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. I have never felt such pride in seeing all that the chapter achieved during my term. This past year has been a unique life experience that I will reflect on for many years to come and with an incredible amount of gratitude and dignity. I encourage you to get involved.

Things I learned: You do not lead alone; it takes a great team. There is no shame in copying a great idea.

Greg recognized the outgoing board members:

Jen McAndrew, Past President Gale O'Bertos, VP of Finance Sandy Ouellette, Director of Education Laurence Lavallee, director of Marketing Jessica Poon, Director of Member-Events Louise Gervais, VP of Education – special thanks for editing our Annual Report

## 5. ADJOURNMENT & CLOSING REMARKS

It was moved by Anthony Vasconcelos and seconded by David Puff to adjourn the meeting at 18:26.

## LEGACY OF DEDICATION

### PAST PRESIDENTS' HONOUR ROLL (1984-2020)

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
2019-2020	Allison Collins