



**2020/2021**

**ANNUAL REPORT**

**Presented at the Annual General Meeting**

**September 21, 2021**

**Digital Event**

## **BUSINESS PLAN 2020/2021**

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

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

**MPI Ottawa Chapter Mission:** To connect industry professionals together to learn best practices, build relationships and enhance business opportunities.

### **Organization History**

Chapter Name: Meeting Professionals International (MPI) Ottawa Chapter

Status/Incorporation: April 8, 1992 (Canada)

Head Office: MPI Headquarters, Dallas, Texas, USA

Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. The organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI has a global community of 60,000 meeting and event professionals including nearly 14,000 engaged members. It has nearly 70 chapters, clubs and members in more than 75 countries worldwide. "When we meet, we change the world."

The Ottawa Chapter of MPI, established in 1984, empowers its members to increase their strategic value with education, professional development, and business growth opportunities. For more information, visit <https://www.mpi.org/chapters/ottawa>

### **2020/2021 Executive Summary**

Our Chapter has a dedicated team of volunteer board members who are committed to increasing the awareness of our chapter among our diverse professions. While our retention rate decreased in 2020/21 due to the pandemic conditions in our event industry, we are focused on returning our membership numbers to historic levels by offering what our members value most, unique education sessions, networking opportunities and signature digital and live events.

### **Tools & Resources**

**Funding:** Our Chapter employs a diverse funding strategy which includes;

- event registrations
- event sponsorships
- advertising
- memberships
- grants and donations

**Time & Talent:** Our Chapter operations were assisted by on average 77 volunteers, who on average devoted 5-7 hours per week to our Chapter. We also have an active Past-Presidents team who provide input, guidance, and mentorship.

**MPI Resources:** Our Chapter and our members have access to numerous tools and trainings provided by our global headquarters including the guidance from our globally appointed Chapter Business Manager. Our Chapter utilized the following resource this past year:

- Chapter Leaders Webpage & Trainings
- Content & Speaker Database
- Chapter Business Summit and WEC Events
- Membership Directory
- Board Position Specific Zoom Meetings
- MPI Foundation Grants

**Monitoring and Evaluation Tools:** To ensure that we accomplish our goals and remain committed to our objectives, our chapter:

- Monitors progress against the chapter business metrics at each board meeting
- Monitors business plan and budget at each board meeting and adjusts as needed
- Monitors 18-month calendar at each board meeting
- Evaluates education programs with post event survey and reviews results at next board meeting
- Performs Chapter needs assessment on a bi-annual basis

**Products and Services:**

- 6 Education Events per year
- CMP Study Group and CMP Bootcamp
- Networking & Social Events
- Partnership/Sponsorship and Advertising Opportunities
- Chapter Membership Directory
- Website
- Social Media Channels
- Chapter Newsletter – via email
- RFP Postings for Chapter service providers
- RFP, Job Listings & Resume Postings for member

**Board of Directors Organizational Structure**



## Table of Contents

Business Plan 2020/2021 .....	2
Office of the President .....	6
Nancy Bradshaw, CMP - President .....	6
Allison Collins - Immediate Past President .....	7
Ashley Craven, CMP, DES - President Elect.....	8
David Dugas - Director of Leadership .....	9
Finance.....	10
Financial Statements .....	10
Lori Wagner, DES - Vice President of Finance.....	18
Daniela Stucki - Director of Partnerships.....	20
Education .....	21
Nicole Jeffery, CMP - Vice President of Education.....	21
Desmond Lomas, CMP, DES - Director of Education.....	21
Membership.....	23
Anthony Vasconcelos - Vice President of Membership .....	23
Karen Wiersma - Director of Member Care.....	24
Gabrielle Whittaker - Director of Member Events.....	26
Dennis Turpin - Director of Volunteer Management.....	28
Marketing & Communications .....	29
Disa-Marie Cameron – Vice President of communications.....	29
Erin Bellwood - Director of Marketing.....	29
Legacy of Dedication .....	32
Minutes of the 2020 Annual General Meeting.....	33

## OFFICE OF THE PRESIDENT

### NANCY BRADSHAW, CMP - PRESIDENT

What an amazingly challenging and enriching year 2020/2021 was for our chapter and our members. I am very proud to have been part of the dynamic leadership team that helped our chapter survive and thrive through the many changes the pandemic brought to our industry.

Our board volunteers reacted swiftly to the changes and implemented digital, no cost solutions to ensure that we were providing relevant content, inspiring speakers and networking opportunities for our members to stay up to date and connected.

The pandemic created a financial challenge for our chapter that led us to work through the fiscal year without a paid administration team. While there was quite a learning curve to volunteer self admin, it was also a very rewarding experience, where our entire board was given the opportunity to work through the details of each admin process, refining where possible, which brought us the clear understanding of what tasks we excel at as volunteers and which ones we would like to purchase in the near future when we are able to bring back some paid administration for the chapter.

I am proud to report that our chapter was incredibly successful in implementing a no to low-cost budget strategy resulting in a surplus at year end that we have dedicated to our reserve fund and our operations fund in the anticipation of the return of live events.

In an effort to keep our membership informed on our recovery process I recorded quarterly video updates that were posted on our website and in the News and Views section of the digital newsletter. As the first “virtual” president this was part of the communication strategy to spread the word that our chapter was here to stay and fighting hard to remain the place event professionals from our community choose for their event industry needs. In keeping with this objective Ashley and I represented our chapter at The Event on a chapter leader panel with our fellow leaders from the MPI Montreal and Toronto chapters. I also virtually represented our chapter at the MPI Global Chapter Business Summit where we were one of 4 chapters chosen to share our stories of success. I am proud of the work we have done, and it was an honour to share lessons learned to help other chapters thrive.

It has been so very rewarding to be the president of MPI Ottawa. I have been given the opportunity to help our chapter thrive in difficult circumstances while working alongside some amazing collaborative board partners. I have built lifelong friendships with my fellow Office of the President members, and I thank each and every one of them for striving everyday to remember we are working for you – our members and event industry family. I encourage you to jump in and join us in a leadership role. It has been a live changing experience for me.

I want to thank this year’s board for their dedication. I also want to send a special shout out to Tourism Saskatoon for supporting my work with the Chapter – they believe in the work we do.

As Ashley Craven takes over the role of President she brings an energy and dedication to the membership that has been building during her very long career on the board of directors. Her keen knowledge and get it done attitude, which is such a valuable asset for our chapter. She has an amazing grasp on all of the chapter initiatives, and I can wait to see what the new year brings with her at the helm. Thanks for the amazing virtual year. I can’t wait to see you all again.

*Nancy Bradshaw*

## **ALLISON COLLINS - IMMEDIATE PAST PRESIDENT**

As the Immediate Past President, part of my role was to assist and help guide the Office of the President and Director's, review and revise our policies and bylaws along with providing support for the nomination committee which is tasked with recruiting and interviewing new board members for the next fiscal year.

This year was certainly not without its challenges. Due to the pandemic our industry changed in ways we could not have expected and without having the capability of hosting live events the Board had to make some significant changes to the way we engaged our members. The Board and committees shifted gears and were successful in hosting online events attracting large attendance with very positive feedback from our members. It was an unprecedented year however with the leadership of our President, Nancy Bradshaw, I think the Chapter's future is looking brighter than ever and our strong community will continue to grow and benefit from being part of MPI. This year we were able to build back a healthy reserve with the goal to hire administrative support for the Chapter and by doing so taking these tasks away from the board so they can continue to be strategic and build a strong future for our members.

My 7+ years on the board was a wonderful experience and I will very much miss the camaraderie. I know the friendships I've created throughout my term in MPI are lifetime friendships and I look forward to continuing to be part of our Chapter and to see what lies ahead for our Chapter!

*Allison Collins*

---

## **ASHLEY CRAVEN, CMP, DES - PRESIDENT ELECT**

Reflecting on this last year the main thing that comes to my mind is resiliency. Resiliency of our board of directors, volunteers, members, and industry. As a chapter we were delt a challenging hand. We had a lot to recover from financially all while doing so without a chapter administrator. It was a huge task to take on. The office of the president took on the duties that our paid administrator had been doing for years and board member filled in the gaps wherever needed. We diligently cut down our expenses while creating revenues through events and sponsorships. The revenues were modest if you look at them individually, but all those modest revenues kept adding up over the year and we ended our 2020-2021 year in a sustainably better position.

Despite all these new challenges we were still able to service our members through nearly all our regular yearly initiatives. I felt like month after month I was participating in a new and innovative event both educational and networking. It was energizing to see our members keep coming out to support us and each other through what was a very painful year for all of us both professionally and personally.

While our challenges are certainly not over as we start to discuss what a return to in-person events will look like, we are having those discussions from a less scary place because of the stable position we are in now as a chapter.

I have big shoes to fill as President coming off the last year with Nancy Bradshaw leading us and the year prior with Allison Collins. It has been an absolute privilege to be mentored by them this last year and by all the rest of our dedicated board of directors as well. I can't wait to see you all, in person, in the near future.

*Ashley Craven*

---



## DAVID DUGAS - DIRECTOR OF LEADERSHIP

2020 and 2021 was a tumultuous term for MPI Ottawa. As director of leadership, like all board members, our first mandate started out with financial concerns for the operation of the chapter. I contributed when appropriate to the discussion on a financial path forward as did all board members and tried my best to support the leadership in their decisions. Some of those decisions involved taking on administrative tasks previously managed by our chapter administrator. As the year progressed, the success of our virtual events and by consequence, our financial position started to improve. Generally, the director of leadership supported the board in these decisions and offered guidance and historical context where appropriate. I also supported the Director of Education in the December Education event as part of the panel discussion. Some of the other highlights of the 2020-2021 year

- Assistance with succession planning and participation in the Governance and Nominating committee which built the board of directors' slate for 2021/2022 via applications and interviews
- Provided Bylaw and Policy references to the board at various periods throughout the year
- Assisted portfolios as needed with their committees and members
- Provided guidance to the board of directors at Chapter Board Meetings
- Quarterly Check ins with the directors on progress and volunteer needs
- Provided input on the strategic direction of the board, in conjunction with all board members

For the most part, my role in 2020-2021 was one of support. At times I would provide admin, tech or registration support and information as needed, at times it involved strategic direction and at other times various Human Resource tasks for the chapter volunteers.

I found this year's board of directors to be incredibly focused on guiding us through this difficult year. The concepts that arose from the Education and Member events helped us thrive through what was probably our most challenging of years.

I can only say that as Director of Leadership, I did watch firsthand, the MPI Ottawa Board of Directors work very hard and succeed at getting us through the year as a much stronger organization.

*David Dugas*

---

**FINANCE**  
**FINANCIAL STATEMENTS**

**MEETING PROFESSIONALS INTERNATIONAL  
CANADA  
OTTAWA CHAPTER  
FINANCIAL STATEMENTS  
JUNE 30, 2021**

<b>CONTENTS</b>	
NOTICE TO READER	1
FINANCIAL STATEMENTS	
STATEMENT OF FINANCIAL POSITION	2
STATEMENT OF CHANGES IN NET ASSETS	3
STATEMENT OF OPERATIONS	4
STATEMENT OF CASH FLOWS	5
NOTES TO THE FINANCIAL STATEMENTS	6



**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, 2021 and the Statement of Changes in Net Assets, Operations, and Cash Flows 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.

*Parker Prins Lebano*

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

Ottawa, Ontario  
August 12, 2021

---

**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**  
STATEMENT OF FINANCIAL POSITION  
AS AT JUNE 30, 2021  
(prepared without audit - See Notice to Reader)

---

	<u>2021</u>	<u>2020</u>
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 55,383	\$ 19,058
Short-term investments (note 3)	3,978	3,910
Accounts receivable	18,345	7,025
HST receivable	2,511	6,815
Prepaid expenses	<u>-</u>	<u>304</u>
	<u>\$ 80,217</u>	<u>\$ 37,112</u>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 4,979	\$ 2,587
Deferred revenue - Sponsorship	5,000	5,000
Deferred revenue - Advertising	<u>-</u>	<u>5,220</u>
	<u>9,979</u>	<u>12,807</u>
<b>NET ASSETS</b>		
Unrestricted	<u>70,238</u>	<u>24,305</u>
	<u>\$ 80,217</u>	<u>\$ 37,112</u>

---

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

---

**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**

**STATEMENT OF CHANGES IN NET ASSETS  
FOR THE YEAR ENDED JUNE 30, 2021**  
(prepared without audit - See Notice to Reader)

---

	<u>2021</u>	<u>2020</u>
<b>UNRESTRICTED NET ASSETS</b>		
Balance, beginning of year	\$ 24,305	\$ (8,278)
Excess of revenue over expenses	45,933	8,802
Transfer from restricted net assets	<u>-</u>	<u>23,781</u>
Balance, end of year	<u>\$ 70,238</u>	<u>\$ 24,305</u>
<b>INTERNALLY RESTRICTED NET ASSETS - ADVANCE EDUCATION FUND (Note 5)</b>		
Balance, beginning of year	\$ -	\$ 23,781
Transfer to unrestricted net assets	<u>-</u>	<u>(23,781)</u>
Balance, end of year	<u>\$ -</u>	<u>\$ -</u>

**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**  
**STATEMENT OF OPERATIONS**  
**FOR THE YEAR ENDED JUNE 30, 2021**  
(prepared without audit - See Notice to Reader)

	2021	2020
<b>REVENUE</b>		
Communications	\$ 6,522	\$ 10,739
Education events	4,870	6,355
Interest	150	796
Membership	7,534	20,050
Member events	41,299	127,441
Strategic education (GMID)	750	1,325
	61,125	166,706
<b>EXPENSES</b>		
Board of directors	-	3,323
Communications	1,276	5,495
Community outreach	1,021	63,201
Education events	4,826	12,259
Finance	3,162	6,228
Management fees and expenses	4,907	43,233
Member events	-	23,194
Strategic education (GMID)	-	971
	15,192	157,904
<b>EXCESS OF REVENUE OVER EXPENSES</b>	<b>\$ 45,933</b>	<b>\$ 8,802</b>

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

---

**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**

**STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED JUNE 30, 2021**  
(prepared without audit - See Notice to Reader)

---

	<u>2021</u>	<u>2020</u>
<b>CASH FLOWS FROM (USED FOR) OPERATING ACTIVITIES</b>		
Excess of revenue over expenses	\$ 45,933	\$ 8,802
Items not affecting cash:		
Accrued interest on investment	<u>(68)</u>	<u>(36)</u>
	<b>45,865</b>	<b>8,766</b>
Net changes in non-cash items related to operations:		
Accounts receivable	(7,016)	12,373
Prepaid expenses	304	104
Accounts payable and accrued liabilities	2,392	(3,934)
Government remittances payable	-	(1,059)
Deferred revenue - Sponsorship	-	5,000
Deferred revenue - Advertising	<u>(5,220)</u>	<u>(1,965)</u>
<b>INCREASE IN CASH AND EQUIVALENTS</b>	<b>36,325</b>	<b>19,285</b>
<b>CASH AND EQUIVALENTS (BANK INDEBTEDNESS), BEGINNING OF YEAR</b>	<u>19,058</u>	<u>(227)</u>
<b>CASH AND EQUIVALENTS, END OF YEAR</b>	<u>\$ 55,383</u>	<u>\$ 19,058</u>

---

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

5

---

**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**

**NOTES TO THE FINANCIAL STATEMENTS**

**JUNE 30, 2021**

(prepared without audit - See Notice to Reader)

---

**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 2021 - \$4,582, 2020 - \$4,114).

**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, 2020.

**5. INTERNALLY RESTRICTED NET ASSETS - ADVANCE EDUCATION FUND**

In fiscal 2020, the Board made the decision to eliminate the restricted fund. The balance in the restricted fund was transferred to the unrestricted fund in the previous fiscal year.



---

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

### **NOTES TO THE FINANCIAL STATEMENTS**

**JUNE 30, 2021**

(prepared without audit - See Notice to Reader)

---

#### **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 2021 - \$4,582, 2020 - \$4,114).

#### **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, 2020.

#### **5. INTERNALLY RESTRICTED NET ASSETS - ADVANCE EDUCATION FUND**

In fiscal 2020, the Board made the decision to eliminate the restricted fund. The balance in the restricted fund was transferred to the unrestricted fund in the previous fiscal year.

## LORI WAGNER, DES - VICE PRESIDENT OF FINANCE

The 2020-2021 fiscal year was unlike any we have ever experienced. Our focus as a board was to ensure that our Ottawa chapter would continue to stay afloat without live events happening. We eliminated all unnecessary expenses and continued to look at ways to increase revenues while offering educational and networking opportunities for our membership. We finished our year in a better than anticipated position which has assisted us in building up the chapter reserves for future.

### Statement of Financial Position

Financially, we are currently in a good position. The board continued the saving measure of operating without an administrator. The Office of the President board members took the lead in covering this role with the plan to increase our reserves so that we can hire an administrator again in the future. The Chapter received great support from our sponsors throughout the year for our virtual events. At the end of the fiscal 2020-2021 year, our net assets are \$70,238.

The decision was made to move the virtual Awards Gala to the fall of 2020 and The Event took place virtually in April 2021, two of our largest revenue generating events. We decided not to move ahead with the Charity Auction event in 2021.

As the pandemic and restrictions continued throughout the year, the board evaluated new strategies to offer opportunities for our members. The goal was to end the year with a surplus and begin to rebuild our reserves both of which were achieved.

### Statement of Operations

- The budget submitted to MPI Global planned to earn a surplus of \$25,733.49. We surpassed this goal and ended the year with a \$45,933 surplus
- Our membership rebates from MPI Global, were reduced from 16% to 9% after being held back entirely from April 2020-August 2020. We continue to advocate with Global to bring our rebates back to the 18% that was forecasted to begin in 2021. Currently there is no end date for when the reduced rebates will end.
- The board reviewed all service contracts and reduced them to free or minimum costs
- We continued to host all events virtually due to government restrictions
- The EVENT generated \$10,000 revenue for our chapter
- Through the hard work of our Director of Partnerships and our generous sponsors, we achieved \$19,900 in sponsorship revenue in 2020-2021
- MPI Global suspended our chapter rebates from March 2020 to July 2020, these were reinstated, and monthly payments began as of September 2020
- We applied for and received an MPI Foundation grant of \$5,000USD to support member services. The grant covered the GMID speaker fee, the June Bash member appreciation event platform and the remaining funds will support member and education events in 2021-2022
- EM+ continued to manage our books at an hourly rate in 2020-21. We appreciated their patience and assistance during the transition process and throughout the past year
- The board voted to move the chapter bank account from a commercial account to a local TD retail chequing account to lower fees and increase ease of transactions
- The existing chapter mutual fund of \$4,626.73 was moved to a low-risk TD comfort balanced portfolio. The board approved transferring \$44,693.87 from our chequing account to the new

mutual fund ending the year with \$49,320.60 in reserves. \$14,228.95 remains in our chequing account to cover operational expenses.

### **Summary**

The 2020-2021 year was budgeted for minimal expenses to be conservative as the pandemic continued. The support of our sponsors, the MPI Foundation grant and the success of the Event helped us to increase our chapter revenues and put the chapter in a positive position. Our volunteers continue to play an instrumental role in ensuring that our chapter remains relevant and sustainable. Our focus will remain on delivering services while incurring minimal expenses as we move into the 2021-2022 fiscal year. With so many unknowns still ahead, we need to remain flexible and reevaluate opportunities as they arise while keeping the safety of our chapter members top-of-mind. Our goal is to hire an administrator to help manage some of the daily responsibilities as we hopefully move back into live events in the near future.

*Lori Wagner*

---

## **DANIELA STUCKI - DIRECTOR OF PARTNERSHIPS**

In the 2020/2021 fiscal Year, the Partnerships portfolio surprisingly overachieved the goal of \$10,720 in revenue. Although MPI Ottawa was unable to host any LIVE events due to COVID19, we finished the year with a total of \$19,900 in sponsorship revenue and \$6,590 in advertising revenue which exceeded our budget

Our Partnership Care initiative continued to be our focus more than ever during this pandemic, and I worked with partners directly figuring out this new virtual world. With the help of the directors, we navigated through each virtual event and customized all partnership opportunities. Creativity, an open mind, and great understanding from the partners gave us the confidence to finish the year stronger than we had anticipated.

The virtual Awards Gala was a strong contributor to our success as partners saw great value in playing a role, celebrating amazing individuals in such tough times. We also had some terrific virtual education sponsorships as DMO's recognized great value in attending, as other options were very limited in a non-LIVE event world. Of course, GMID, the Festive Dinner and the June BASH were all wonderful revenue generators as we created fun and customized events for the members virtually. We reached out to new suppliers that helped us to enhance the overall experience, which in return created great new partnership opportunities that were valuable to our partners. The Escape Room event was another example, where we thought outside the box. Although this event, did not allow for direct partnership revenue, instead it gave partners a great opportunity to host their own clients in a unique way, and the final attendance proved that is what partners and members valued.

As the pandemic continues, we will stay the path and create events and partnerships that meet the needs of all. While restrictions lift and the events world gets back on its feet, we will also ease into the LIVE events but will keep in mind the comfort zone and safety of our members. We look forward to hosting our first LIVE event hopefully in December, but in the meantime, we will focus on fun and engaging events virtually.

We thank all our VALUED, LOYAL and NEW partners for their continued support during COVID19 and look forward to LIVELIER and more NORMAL year ahead.

*Daniela Stucki*

---

## EDUCATION

**NICOLE JEFFERY, CMP - VICE PRESIDENT OF EDUCATION**  
**DESMOND LOMAS, CMP, DES - DIRECTOR OF EDUCATION**

The education committee had a successful 2020-2021 program year. The team worked very hard to put together high-quality events in a variety of virtual formats. Building on the virtual event experience from the end of fiscal year 2019-20 they were able to continue to improve their virtual delivery offerings.

The Education Portfolio had several goals this past year:

- Execute 6 educational events on a variety of topics using different event formats while meeting or exceeding the goal of having 3 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
- Provide opportunities for members to gain their CMP through hosting of study group
- Maintain high educational event content satisfaction scores and look to increase

The education committee put together 4 accredited education events this year, the remaining 2 events were tied to The Event, hosted virtually by the MPI Ottawa, Toronto and Montreal chapters. With 100% of our 4 events EIC accredited, we surpassed our target metrics from MPI Global.

This year's event highlights included:

**October Education Event: "The Laws they are a Changing":**

Guest speakers Jonathan Howe and MaryAnne Bobrow focused on the event industry climate surrounding the Covid19 mandate and the changes to laws encompassing all areas of risk management, contracts and liability.

**December Education Event: Demystifying the Behind the Scenes of AV:**

A panel of industry experts demonstrated visually through a studio tour what goes on behind the scenes of hybrid and virtual events.

**February Round Tables Event: Lessons from WEC:**

This is always one of MPI Ottawa's favourite education events. Topics discussed were:

- Was holding an in-person WEC a mistake?
- Job search savvy
- How to influence your brain to learn
- Is online engagement really necessary for virtual events?
- Lessons learned from hybrid events
- The truth and myths about working with indigenous people

**April Education Event: GMID:**

Nova Nicole, Shopify Leadership Development Facilitator & Wellness Expert on CTV's The Social presented on how resilience is not something we are born with and that over time, individuals build up their

resilience through life experiences. This session examined how resilience is created by how these life experiences interact with our unique, individual genetic makeup.

Our education event attendance ranged from 33 to 60 attendees.

There were also two other activities of focus this year. The Certified Meeting Professional (CMP) study group changed format and ran as a 10-week online study group from October 2020 to January 2021 with weekly meetings rather than an in-person weekend boot camp. This format was well received and will continue for 2021-2022. Many thanks to Paul Glover, CMP who led the group for his continued hard work and dedication. Additionally, Karen Norris, CMP 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 of professional development.

**Committee Members**

Thank you to all the volunteers who helped make our education programs a success.

Allyson Tonelli	Kalli Foster
Bruce Landry	Karen Norris
Courtney Jones	Kristina Sabourin
Daniela Caputo	Paul Glover
Emily MacKay	Stephanie Lynch
Jacob Shepherd	Zeina Acherir

*Nicole Jeffrey*

*Desmond Lomas*

---

## **MEMBERSHIP**

### **ANTHONY VASCONCELOS - VICE PRESIDENT OF MEMBERSHIP**

In 2020-2021 the VP of Membership was responsible for the following portfolios: Member Care, Director of Member Events and Director of Volunteer Management. Next year the positions of Volunteer Management and Leadership have been combined becoming one position, Director of Leadership and Volunteer Management.

#### **Member Care Committees**

Karen Wiersma led the member care committees in successfully delivering member services through several member facing initiatives. Her teams also created a legacy plan to aid in the transition of leadership as Karen steps into the president elect role.

- Student Liaison Sub-Committee
- Recognition – Delivered through Prix Prestige Awards
- Monthly Membership Calls
- Recruitment

#### **Member Events**

Gabrielle successfully managed the Member Events portfolio as well as successfully tackling the additional responsibilities of our virtual Signature Events. She was responsible for the following activities:

- 2020 Prix Prestige Awards Gala
- 2020 Festive Dinner
- 2021 Escape Room
- 2021 June Bash

#### **Volunteer Management**

Dennis Turpin led this portfolio once again. This was his final year, as the board has decided to merge this position with the Director of Leadership. He was responsible for recruiting, managing, and streamlining the volunteer intake process to ensure all volunteers had a place within the board's activities throughout the year. We have been privileged to have had his stature and vast network at our disposal and he will surely be missed.

Of course, the three Directors will provide their in-depth report on their activities and will either be taking a step aside for future leaders within the board or maintaining their dedication within their respective roles.

*Anthony Vasconcelos*

---

## **KAREN WIERSMA - DIRECTOR OF MEMBER CARE**

The 2020/2021 year for Member Care started as it ended, in the middle of a pandemic. Our membership and volunteers took a significant hit as many were laid off, lost their jobs or have left the industry. The continued focus of Member Care was 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. With the creativity of our Director of Member Events and the committees, we were able to recognize, celebrate and escape from the repetitiveness of our daily lives.

### HIGHLIGHTS:

#### **Recognition**

The Prix Prestige awards were scheduled for the previous fiscal year in May 2020 and the nomination committee had been working with all the nominees on their nomination forms. Unfortunately, due to Covid19, the event had to be postponed. Nominations were re-launched in August when the Director of Member Events took them on under her portfolio and a decision was made to move our Awards to virtual. The virtual Prix Prestige Awards were an incredible success thanks to Gabrielle, the chairs and committee.

With the Prix Prestige Awards event moving permanently to the fall (expected to be October), the recognition committee will start to prepare in June to be ready to launch the award nominations each July.

Working with the chair from News & Views, the Member Spotlight series has started again and has been well received.

We continue to recognize our members with anniversary posts in the Express and on our social media channels.

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

We continue to speak with Algonquin College classes virtually. The Chair for the committee has written articles on the various virtual events that the students created, virtually with a zero budget. The Chair will continue to connect with faculty and work with Algonquin College on future visits.

#### **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. With the two new Co-Chairs this year connecting with members, we believe that in this current climate, we should have more people reaching out. One of our biggest challenges was maintaining up to date member contact information. The chairs continued to work closely with the communications committee on promoting how to get in touch with MPI Global for assistance, accessing promotions and to update their profiles to ensure we had the most current contact information.

#### **Recruitment**

The monthly DIYS were set up to consistently be the second Thursday of every month on zoom. The Chair and Communications team have been incredible at getting the word out and creating buzz with various themes. Those that attend have expressed that they've enjoyed themselves, had some great laughs and discussions.

Typically, MPI Ottawa is present at two tradeshow, the Executive Travel show Tête-à-Tête each year to recruit new members. The booths are complimentary due to promoting their events. We will return to these once they are once again in person.



**Successful projects:**

Following up with non-members after events, giving them resources on how they can become an Ottawa Member.

**Postponements:**

The speed mentoring event have been very successful in the past, and they engage our Young Professionals which is an important investment in the future of our chapter. This was postponed in 2020/2021. It should be brought back when in-person events have resumed.

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

Coaching corner articles were postponed due to chair working with The Event's communications team. Would be a great to bring back again for 2021/2022.

**Committee Members**

Karen Norris, CMP  
Meg LaPlante  
Karen Miller

Julie Clement  
Shivani Pandya  
T'keyah Riley

Karen Miller has recently stepped down from the Retention Committee as she has moved to a board role with MPI Atlantic Chapter. Thank you, Karen for your hard work.

Kris Knox has accepted the role as Director, Member Care for the next two years. Kris has previously served on the MPI Toronto Board and is excited to be part of the Ottawa Board. He is bringing experience, fresh ideas and great energy to our members.

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 worked with such a dedicated board, especially the Office of the President who saw us through a financially strenuous time. I am excited to be moving into the role of President Elect and ready for a great year ahead.

*Karen Wiersma*

---

## **GABRIELLE WHITTAKER - DIRECTOR OF MEMBER EVENTS**

The 2020-2021 year caused this portfolio to move to solely virtual events. Fortunately, thanks to the creative volunteers on our numerous committees, we were able to successfully engage our members and many non-members through the events we put on over the last year.

This portfolio also took on the planning for one of our Signature Events, the Awards Gala, to ensure that all nominees who should have been recognized at our in-person gala that was planned for May 2020, received the recognition they greatly deserve.

Through working closely with the Director of Partnerships, the committees were able to plan \$0 expenses budget events that brought in thousands of dollars of revenue through ticket sales and sponsorships for the chapter. By moving away from the prospectus, the committees were able to create unique sponsorships opportunities that complimented each of the virtual events being planned which greatly assisted in putting MPI Ottawa back in a healthy financial position.

Unfortunately, due to the pandemic we lost many of the volunteers who normally sit on this committee. I hope that they will consider rejoining our group as our industry begins to recover.

Key Highlights:

### **2020 Prix Prestige Awards Gala**

This was our first large virtual event done on a platform other than Zoom. With no roadmap to lead the way, the committee created a completely new experience that saw 125 registrants. Nominees and award recipients were highlighted for the amazing work they contributed to the chapter and industry throughout this challenging year. Thank you to ISI Live for bringing our vision for this event to life.

### **2020 Festive Dinner**

Our last event of the calendar year, the Festive Dinner is traditionally an opportunity to toast the year that has passed and celebrate the holidays. The committee was able to find a way for us all to still share a meal together, while gladly putting 2020 behind us and looking forward to the future of the industry. Thank you to Peller Estates and the Shaw Centre for helping us create this event.

### **2021 Escape Room**

The committee's favorite part from the past year was the ability to be creative and plan events the chapter had never seen. A virtual escape room is an experience that didn't exist a year ago, so being able to bring that to our chapter is something very special and showcases the innovation in our industry.

### **2021 Summer Bash**

We ended the fiscal year by bringing back our volunteer appreciation event, to thank our MPI volunteers for what has been a very challenging year. We were also able to showcase to our membership the virtual event platform Bramble, that allowed for organic networking, something we have all missed in our virtual world.

A big thank you to Rebecca Narr who after 10 years of volunteering with MPI will be taking a step back to focus on her (very successful) new company. Rebecca we are so appreciative of your dedication and contributions over the years and wish you tremendous success.

I look forward to the year ahead and hope to plan in-person events in the 2021-2022 fiscal year.

**Committee Members**

Jeanna Andre-Murdie  
Jenny Dao  
Brian Henry  
Courtney Jones  
Kim Macdonald  
Emily McKay  
Karen Norris

Katherine Craig  
Carla de Koning  
Andrew Horsfield  
Carolyn Leslie  
Jennifer McAndrew  
Rebecca Narr  
Shivani Pandya

*Gabrielle Whittaker*

---

## **DENNIS TURPIN - DIRECTOR OF VOLUNTEER MANAGEMENT**

As we all experienced, this past year has been very challenging to say the least. Yet, the MPI Ottawa Chapter held their own dealing with and overcoming the many obstacles that were faced. This proved the strength and leadership of the Board with the difficult decisions made, these were the decision that will keep the Ottawa Chapter strong for many years to come.

The Board is made up of truly committed individuals who volunteer their time for the betterment of the Chapter. Many of the Board have been Chapter members for several years and some for only a few years, none the less dedicated to the Chapter and its membership.

With the government protocols in place, in person gatherings of any sort were simply not allowed. So, like most of the meeting industry, virtual events were going to replace any live events that have been held in the past and some annual events did not take place at all.

The Ottawa Chapter always has had a great volunteer base. We started the year with 84 volunteers, but with the impact COVID19 on our Chapter membership, we saw the number of members decline effecting the number of active volunteers, ending the year with 59.

Moving forward, the Ottawa Chapter will see the membership grow, live events will return and the need for volunteers will always play a vital role in the overall success of the Chapter. There is no question that the MPI Ottawa Chapter will continue to be one of the most appreciated Chapters in the MPI family!

*Dennis Turpin*

---

## **MARKETING & COMMUNICATIONS**

**DISA-MARIE CAMERON – VICE PRESIDENT OF COMMUNICATIONS**  
**ERIN BELLWOOD - DIRECTOR OF MARKETING**

The July 2020 to June 2021 term was both an innovative and exciting year for the MPI Ottawa Marketing and Communications Committee as our focus was on our external and internal marketing strategies.

The committee's efforts this term was focused on developing and continuing to grow our social media platforms (Twitter, Instagram, Facebook, and LinkedIn). We have also been able to extend our committee's goals and strategies through our online communications forum (Chapter News & Views), to better reflect the growing needs of both our chapter and its membership, specifically in terms of community engagement.

As in previous years the committee supported the various Events and Education Committees in shifting their marketing efforts as we moved from in-person to virtual events. We trained committee and board volunteers on the zoom platform enabling them to host their events independently using our Zoom account.

We supported the board committees and partnerships by posting across all our social media outlets:

- promotions (both for our chapter and other MPI chapters)
- recognition of our long-time sponsors
- forum for the local community to thought-share and follow up articles in our Chapter News & Views

These marketing efforts have helped contribute to us turning it around as a Chapter from the beginning of the pandemic. The Marketing and Communications committees are represented by three sub-committees: our Chapter News & Views, Social Media, and Community Outreach.

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

- After moving away from print many years ago, the Chapter News & Views Subcommittee has on average 6 committee members with regular or rotating roles that range from article writers, editors, and publisher (to chapter website).
- The Subcommittee has continued to develop and produce thought-provoking content for the online readership during this term.
- Articles have included: reporting on our local MPI Ottawa events, providing innovative tips for planners and suppliers, current industry news, membership benefits, FAQs, MPI Global and Foundation updates, educational content and other meetings and events industry related topics relevant to members.
- 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.

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

- Building on the growth and success of 2019-2020, many of the Marketing and Communications Committee goals and objectives were met. This subcommittee is an ever-growing content-sharing tool that must remain a top focus of the Chapter's Marketing and Communications Committee.
- The MPI Ottawa Chapter has an official Twitter, Facebook and Facebook Group page, Instagram, LinkedIn and Group Forum page.
- The Social Media subcommittee has been very successful this year in increasing followers and growing engagement on all platforms, by developing original and interesting content.
  - Events being completely virtual helped increase engagement and MPI Ottawa's social media presence.
  - Our social media platforms are crucial when it comes to promoting Chapters events, recognizing sponsors, and helping to increase our ticket sales.
  - Notable mention: LinkedIn engagement has drastically increased with the addition of a dedicated subcommittee member focused solely on this platform

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

- With the pandemic changing the way we do things the committee focused on who did we support in 2020-2021 and how can we?
  - Most of our community efforts were put on hold due to COVID19 protocols and the stay at home orders in effect.
  - We are looking forward to the future when the committee can start back up again with in-person volunteering.
  - Kiwanis Club of Ottawa (Christmas Food Hampers)
    - The Community Outreach volunteers used their personal vehicles to aid in the contactless delivery of turkeys and gift cards to less fortunate families as part of the Kiwanis Club of Ottawa initiative.

#### **Committee Members:**

- Website Committee (new position as of 2020)
  - Position is currently vacant
  - Acting Committee member, Disa-marie Cameron
- Social Media Committee Members
  - Chair: Katherine Craig
  - Facebook: Shivani Pandya
  - IG: Emily McKay
  - LinkedIn: Janet Maslin
  - Twitter: Lydia Blanchard
- Chapter News & Views Committee Members
  - Chair: Elodie Lortal
  - Editor: Cynthia Beaudin
  - Retired Editor and Writer: Melanie Hudson

- Editor: Darlene Kelly Stewart
- Editor: Rozanne Lyons, CMP
- 
- Recently Stepped Down from Publisher: Jessica Poon
  
- Community Outreach Committee Members
  - Co-Chair: Courtney Jones
  - Co-Chair: Meg LaPlante
  - Julie Bérubé
  - Katherine Craig
  - Marc Forgette
  - Allison Garrod
  - Rose-Marie Guerra
  - Brian Henry
  - Andrew Horsfield
  - Sarah Landry, CMP
  - Lisa Levia
  - Diane Mongrain
  - Rebecca Narr
  - Karen Wright
  - Cindy Gascon

*Disa-marie Cameron*

*Erin Bellwood*

---

## LEGACY OF DEDICATION

### Past Presidents' Honour Roll (1984-2021)

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
2020-2021	Nancy Bradshaw



## **MINUTES OF THE 2020 ANNUAL GENERAL MEETING**

Wednesday, September 23, 2020

12:00 PM - 1:30 PM - Zoom Conference Call

### **CALL TO ORDER: 12:01 PM**

Allison Collins, Past President calls the AGM to order

Allison introduced the 2020-2021 MPI Ottawa Board of Directors

### **ESTABLISHMENT OF QUORUM at 12:05 PM**

Allison: Desmond Lomas, our Director of Education will act as the recording secretary for our meeting today.

Desmond established that quorum was achieved

### **Allison introduce a motion to dispense the reading of the 2019 AGM Minutes, the 2019 – 2020 financial statements and the 2019 – 2020 Annual Report**

Darlene Kelly-Stewart as a mover

Marc Forgette as seconder

Allison asked if there were any questions

No questions or amendments. No discussion

Motion carried

### **Approval of the 2019 Annual General Meeting Minutes**

Allison moved to approve the 2019 Annual General Meeting Minutes.

Greg Plazek as mover

Lori Wagner as seconder

No questions or amendments. No discussion

Motion carried

## **FINANCIAL STATEMENTS**

### **Approval of the 2019 / 2020 Financial Statements**

Allison introduced Ashley Craven current President Elect and Past VP of Finance to review the Statement of Financial Position for our 2019 /2020 year.

Ashley spoke to the Financial Statements.

The 2019-2020 year was challenging financially even prior to the global pandemic. 2019-20 finished with less of a surplus than anticipated (approx. \$10,500 less) which had been a critical plan to assist in building back up the chapter reserves

- (Pre-Pandemic) The budget submitted to MPI Global in June 2019 had a plan for a surplus of about \$8,980
- (Pre-Pandemic) Sponsorship and advertising targets were down, in August and then again in December. The board had to go back and cut as many expenses as possible. Even with these

significant cuts, the projection was a loss of \$8,488. With this new projection, the board was given the instruction to save wherever they could.

- Sponsorship sales were already down for a number of reasons, MPI WEC in 2019, The EVENT and many of the long-time partners shifting their focus to international markets.
- (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.
- (Post-Pandemic) All in person events scheduled most of which were budgeted to achieve a surplus. GMID, The EVENT, Prix Prestige Awards Gala. GMID, less so as it was typically budgeted for a small loss. GMID will now have to breakeven or be profitable in the future.
- (Post-Pandemic) MPI Global suspended chapter rebates in March until July. The chapter rebates come from each member's individual fees that they pay to MPI Global each year, we receive 16% of these fees, MPI Global keeps the rest. The rebates have been reinstated for this year at a lesser percent.
- (Post-Pandemic) At our charity auction dinner money was raised for 3 charities, one of which was the MPI Foundation. The Foundation gifted the chapter back this money as a grant to assist the chapter in staying afloat. The Foundation's generosity has helped the chapter continue to operate
- (Post-Pandemic) After many attempts to find a way to manage a new temporarily discounted fee for the chapter administrator, EM+, it was learned through many cash flow and budget exercises that any monthly fee amount would not be feasible for the foreseeable future so MPI Ottawa suspended the contract with them. EM+ GENEROUSLY refunded the chapter for both March and April's fees, yet continued to work to help with the chapter in transition until the end of May. EM+ will still manage the books, at an hourly rate for the upcoming year. It cannot be understated that the generosity of EM+ is a key factor to the chapter's current stability.

The 2020-2021 year will be a lean one but the chapter is in a stable position. MPI Ottawa needs to build back up the reserves. MPI Ottawa is currently budgeted for very low expenses and revenues and are expected to be conservative in light of the pandemic. The Chapter will rely on the creativity and flexibility of volunteers and members in order to continue to deliver services without incurring expenses. This includes the Office of the President acting as the temporary chapter administrators to significantly reduce yearly expenses.

Allison put forth a motion to approve financial statements.

#### **MOTION TO APPROVE THE 2019 / 2020 FINANCIAL STATEMENTS**

Lira Buschman as mover

Melanie Hudson as seconder

No questions or amendments. No discussion

Motion carried

#### **ANNUAL REPORT**

Allison Collins Highlights of the Annual Report

- Our Members event committee put on two great events which were the Golf Day and AGM and the Festive Dinner. Both were so well attended and received great feedback from the attendees.

- MPI Ottawa should be so proud of the Education Events the committees put together. We had two great Fall events but due to COVID we had to cancel GMID. They switched gears as quickly and put on two amazing and unique virtual events.
- The Annual Auction Dinner raised over \$23k for Charities and this year was the first year that the MPI Foundation was one of our recipients.
- The communications team had a great idea of doing weekly Coffee Talks which ended up being the envy of so many Chapters across the country. It was even highlighted at the Global Level. It was so important to keep members engaged during that time and I think it succeeded in doing this.

When Covid hit MPI Ottawa had to make some very difficult decisions and had to cancel two of our biggest events. It greatly impacted the finances. There was a point that Chapter Leadership thought it might not be able to continue to operate as a Chapter. With the support and generosity of the MPI Foundation donation and the management company, EM+, MPI Ottawa was able to come out of this. Even though the end of the year didn't go according to plan, leadership came together and took the opportunity to make some positive changes. Allison said that we should feel confident about the chapter's future

Allison introduce a motion to approve the annual report.

#### **MOTION TO APPROVE THE ANNUAL REPORT**

Marc Forgette as mover

Riccarda Galioto as seconder

No questions or amendments. No discussion

Motion carried

#### **Q&A**

Question: "How are we supporting 'The Event' in April 2021. Allison said that the budget has still not been approved for this and the MPI Ottawa Chapter is still working on this with Montreal and Toronto

Question: "What's happening for the Awards Gala for 2021?" Allison said that we are focusing on the plan for 2020 at the moment. Will decide after 2020's event to decide what to do for 2021.

Question: How is MPI Global supporting members? Allison said that if you can't afford to renew, go online. A link will be sent out in The Express and the cut-off date is being extended. There is a lot of support. You just need to find it.

Karen Wiersma mentioned that members should ensure their profiles are up to date in the MPI directory.

Gabrielle Whittaker mentioned that the question and answer period is now concluded

Allison adjourned the AGM at 12:28pm