



2022/2023

ANNUAL REPORT

**Presented at the Annual General Meeting
September 13, 2023
Digital Event**

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BUSINESS PLAN 2022/2023

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 11,500 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>

2022/2023 Executive Summary

The focus of Our Chapter was rebuilding. The rebuilding of our membership and our reserves; as well as rebuilding balance for our committed volunteers. With the help of our dedicated board members and committee members, the Chapter continued to provide our members with relevant education and fruitful networking opportunities. Both our Signature Events were back in person again and the Charity Auction Dinner raised record breaking funds for our chosen local charities and the MPI Foundation. The Chapter has a healthy amount in the reserves and as of July 2023, the Ottawa Chapter has 184 members.

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's operations were assisted by approximately 50 volunteers, who on average devoted 5-7 hours per week to our Chapter, including our dedicated board of directors. In late 2021 we were able to secure a new chapter administrator for 10 hours a week to help the chapter keep up with day-to-day basic operations.

MPI Resources: Our Chapter and our members have access to numerous tools and training provided by our global headquarters including the guidance from our globally appointed Chapter Business Manager. Our Chapter utilized the following resources 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 surveys and reviews results at board meetings
- Performs Chapter needs assessment on a bi-annual basis

Products and Services:

- Minimum of 4 Education Events per year
- CMP Study Group and CMP Bootcamp annually
- Minimum of 3 Networking & Social Events per year
- Partnership/Sponsorship and Advertising Opportunities
- Chapter Website, actively updated
- Social Media Channels (Facebook, Twitter, Instagram and LinkedIn)
- Chapter Newsletter (The Express) – via email, weekly (bi-weekly in the summer)
- RFP Postings for Chapter service providers
- RFP, Job Listings and resume postings for member

BOARD OF DIRECTORS ORGANIZATIONAL STRUCTURE



OFFICE OF THE PRESIDENT

KAREN WIERSMA, PRESIDENT

The focus for the Chapter in 2022-2023 was to rebuild and that is what we did!

We were able to thrive through the continued uncertainty of the pandemic while ensuring our members were well taken care of and supported.

Thank you to Ashley Craven for her leadership as president as we started out the 2022-2023 year by being awarded the CHAPTER OF EXCELLENCE award that are presented by the Global office in the early fall every year and is based on a series of metrics that all chapters strive to achieve.

The year started with an education event on zoom which had suppliers and planners talking through how to find win-win as we navigate through supply chain delays and labour shortages. The highly anticipated Prix Prestige Awards in person after two years of celebrating our members virtually. The second education event was our renowned Round Tables where attendees picked between two of three topics. This event being held on zoom allowed for speakers to come from Phoenix, Edmonton, Quebec City, Kingston and Montreal. We toasted the holiday season at Overflow Brewing with the Ho Ho Hoe Down where cowboy boots met Santa hats.

We continued the Meet Week collaboration between industry associations including Destination Direct, Reveal, CSAE and PCMA as Tête à Tête returned to February 2022. In conjunction with PCMA, the third education event had the opportunity to unpack unconscious bias with Coach Carey, an EDI coach. The collaboration with PCMA, which followed our morning event, allowed for greater attendance to our first in-person education event for the 2022-2023 year. Our 2nd Signature Event, the Charity Auction Dinner, Winter Wonders took place on February 9th at the Museum of History. A record breaking of over \$32,000 was raised through the silent and live auction that was split between our chosen local charities and a percentage to the MPI Foundation. GMID was celebrated on March 30th the last education session of the year, with A Fresh Approach to Productivity. The Chapter collaborated with a new partner ICCA – the International Congress and Convention Association, whose registration afforded them the opportunity to join us for lunch and the education session. The Influence Award was given to the Communications Team of the Ottawa Public Health who kept us informed, educated, and entertained throughout the pandemic. The Member Connex Team provided a networking opportunity in May with Trapped! A mind-bending evening at Jigsaw escape room followed by dinner at Blue Cactus. While not all our members escaped, a fun time was had by all. Members of the board and our chapter attended WEC in Maya Riviera Mexico in June. It will be held in Louisville, Kentucky. The board has committed some funds to ensure that our members of the Office of the Presidents can represent Ottawa there. The final event of 2022-2023 year was our Volunteer Recognition/June Bash organized by our Member Connex Team at was held at Mādahòki Farm. On the eve of summer solstice, attendees partook in an Indigenous Experience learning about Ojibwe Spirit Horses and enjoyed a traditional meal.

The decision to not collaborate on theEVENT for 2023 was a tough one but the right one as we no longer had the volunteer resources to support their committee this year. TheEVENT was hosted in Gatineau in May 2023 and many of our members attended. While the future of theEVENT is unknown at this time, we know that good things are to come from this collaboration that started with three members of the Montreal, Ottawa and Toronto Chapters.

We continue to employ Stephanie Lockhart and Pam Gosewich, 2678153 for the 2022-2023 year. In March, Miranda Boyer was brought in as our Chapter Administrator lead and we thank Pam Gosewich for all her hard work and dedication to the Chapter.

For the 2022-2023 year, we have just been awarded the CHAPTER OF EXCELLENCE status after our annual preference review with global, for the second year in a row. The merit awards, as mentioned above, will be given out later this fall.

Key metrics

- Membership satisfaction: 96%
 - Goal: 61% or higher
 - This is based on the global survey that is sent to all member at the beginning of the calendar year. Please be sure to fill it out again when it hits your inbox in early 2024.
- Membership retention (non-student) 75.15%
 - Goal: 70.1% or higher
 - This indicated the percentage of all members, excluding students, who renewed in 2022-2023
- Net Member Growth: 4.91%
 - Goal: 1.51% or higher
- Net Profit: 7.84%
 - Goal: 1.1% or higher
- Reserves % vs fixed annual operating expenses: 123.25 %
 - Goal: 75.1% or higher
 - We were in a position this year to add to our reserves and we now have 123% of reserves vs operating expenses. This will mean we will have enough reserve to operate without profit for 15 months if needed, the goal for the chapter is 18 months at a chapter level. Anything additional we will be able to re-invest in our chapter in the future by running a 1-2% net profit. For 2023-2024 we are hoping for another year of healthy net profit, and we can look at more of a break-even budget for 2023-2024.
 - Operating expenses include chapter administrator fees, zoom/basecamp/canva/etc. subscriptions, website, and insurance fees etc.
- Education content satisfaction, out of 5: 4.72
 - Goal: 4.32 or higher
- # of accredited education offerings: 4
 - Goal: 4 or more

We could not achieve these amazing results without the hard work of our Board of Directors and incredible volunteers. I can't thank you enough for all you do for our Chapter. We continue to strive to be a chapter to that others look to emulate and learn from.

Karen Norris has stepped up to the helm for 2023-2024 year. She's returned to the office of the president after some time away from the board and is coming in with a fresh perspective on how we do things. She's bringing with her an abundance of governance experience, deep passion for our industry and focus on ensuring that everyone's time is respected; as attending events and volunteering takes time away from work, our families, and personal lives. If you've ever attended a conference with Karen, you know that she truly soaks up every nugget of information; she makes the most of her time!

It has been a pleasure working with such dedicated board members and volunteers who are so passionate about our Chapter, ensuring that we deliver quality education and networking opportunities. I learned so much about myself and it truly has been an honour being the President this past year.

Finally, thank you to my employer, the Shaw Centre, my director, Carly Grace, my Sales and Marketing colleagues who supported me throughout these past several years as I navigated my way through both a challenging work and personal life. They were always there to support, lift me up and of course help with filming the monthly videos that pushed me out of my comfort zone. I truly appreciate each one of you.

Karen Wiersma

ASHLEY CRAVEN CMP, DES - IMMEDIATE PAST PRESIDENT

We are back! The efforts and dedication of the entire board and membership have contributed significantly to the success of the chapter. Once again, we were honoured with the Chapter Award for overall Excellence last fall and are on track to hold onto this award for the 2022-2023 year.

One of the primary objectives of the chapter was to focus on membership growth, and I am pleased to report that we have achieved significant progress in this area. Over the past year, our membership increased by 3.68%, reaching a total of 184 members compared to a net member growth of 1.24% in 2022, -19.9% in 2021 and -16.6% in 2020. This growth can be attributed to various strategies, including targeted marketing campaigns, networking events, and educational programs.

I am so proud to report that we can stop saying 'we are on the road to recovery' when speaking about our financial situation. In March of 2020, we had only about \$4,000 held in reserves, that was not enough to even get us few the next few weeks not to mention the next 18-24 months. As of now we are sitting at \$85,000 which is 123% of our fixed operating expenses, meaning we could survive with no revenue at all for about 16 months if needed! This board and any of the board members from the past few years needs to truly congratulate themselves on this achievement. Our previous situation really puts a new meaning to the expression of 'doing more with less'. We did more and more with so little over the past 3 years. Looking back, it was a bit of a blessing in disguise as other chapters depleted their entire reserves keeping things business as usual, as they are intended to. However, now is when they are working on recovering those dollars and rebuilding their reserves. We are several years ahead of our counterparts in this aspect and now can really look into the future and invest wisely in the programs and initiatives our members want and need. It is a great time to be a part of this chapter!

On behalf of the entire chapter, I extend our heartfelt gratitude for our board's leadership, dedication, and tireless efforts in steering the Ottawa Chapter towards excellence. The foundation you have laid will serve as a springboard for future success, and we look forward to building upon the momentum generated during the past few years. While I could write another 5 pages bragging about all the specific accomplishments, I will let them outline themselves that through their reports below. Our chapter is in great hands with Karen Wiersma, Karen Norris and Bruce Landry and the rest of the board of directors next year. I cannot wait to see what you all accomplish.

A special thanks to our chapter administration team, Stephanie Lockhart and Pam Gosewich – with a welcome to Miranda Boyd how has taken over for Pam recently. This was their first full year with our chapter and they have such a dedication to our members and this industry, we would not be in the position we are without the daily work from these three women.

Personally, this experience as a chapter leader has been life changing for me. I cannot even put into words how much I have learned. I love our members and this industry so much; it has been a pleasure to be intrusted to be a part of the leadership team for our chapter over the past few years. So, thank you to all of you who have provided support, leadership, learning and friendship though this journey.

Finally, thank you to my employer, the Canadian Association of Medical Radiation Technologists, especially my director, Karen Morrison, for giving me the flexibility to focus on this role for the past few years. I quite literally would not have been able to do it without her constant support and understanding.

Ashley Craven

KAREN NORRIS, CMP - PRESIDENT ELECT

My return to the MPI Ottawa Board after a seven-year hiatus was an incredibly welcomed and exhilarating change. The growth that I witnessed in this chapter versus the one I left was incredible. Although we are smaller in member numbers due to the pandemic, we are larger with committee volunteers and big ideas. I was delighted to see the powerhouses leading some of our most important portfolios: Education, Partnerships and Communications to name a few. I felt incredibly honoured that despite my absence from the Board, I was endorsed by these tremendous volunteers to help them lead them into the 2023-2024 governance year.

I spent most of my term listening and learning to understand the changes this Board went through following COVID and understanding the magnitude of the responsibilities of the Office of the President.

The President-Elect role is the main liaison between the Ottawa MPI chapter and the MPI Foundation Canadian Council (MPIFCC) I worked closely with the MPIFCC representative Darlene Kelly-Stewart. One great achievement between the two parties was the creation of a Memorandum of Understanding (MOU) valid until January 2025. The MOU outlines the concessions that both parties will be offering each other and ensures continuity for the Chapter with the role of President-Elect changing annually.

I was fortunate enough to have the guidance and support from Immediate Past President Ashley Craven and President Karen Wiersma in my year as President-Elect. I am grateful to them for their leadership and patience. I am excited to take on the role of President and continue to rebuild the chapter's membership and financial reserves post-COVID and continue to offer elevated networking experiences and thoughtful accredited education sessions. I look forward to our future together.

Karen Norris

RICCARDA GALIOTO - DIRECTOR OF LEADERSHIP AND VOLUNTEER MANAGEMENT

The Director of Leadership and Volunteer Management provides guidance, mentorship, and support to the MPI Ottawa Board of Directors, to individual board members, and the chapter's membership as whole, with special attention given to the members who volunteer their time, energy, and creativity to supporting the chapter.

Fundamentals of the leadership portion of the position focus on policy, procedure, process, and practice while the volunteer management portion focus' on crafting, communicating, implementing and adherence. All of this is achieved by listening, empowering, and engaging.

The Director of Leadership and Volunteer Management, facilitates appropriate matches between volunteers and committees' requirements. Our chapter offers a wide range of volunteer roles, catering to various interests and skill sets including event planning, marketing, education, and membership engagement. This diversity ensures that our volunteers find meaningful ways to engage with our chapter.

The MPI Ottawa Chapter believes that our volunteers are the lifeblood of our organization. Their invaluable contributions have been instrumental in shaping our success and driving positive change in the meetings and events community.

Over the past year the chapter has showcased outstanding achievements made possible by the dedicated efforts of our volunteers and leadership. Throughout the year, our organization has continued to thrive and make a lasting impact on the events industry, thanks to the unwavering commitment and passion of our exceptional volunteers. We averaged 56 active volunteers, representing 29% of the chapter. The Ottawa Chapter is recognized globally for its very active and engaged volunteers.

Looking ahead as I finish my term on the board, I am confident the chapter will remain committed to strengthening volunteer opportunities, and leadership efforts. By continuously nurturing a culture of collaboration, innovation, and inclusivity, I am confident that our MPI Ottawa Chapter will continue to be a driving force in the meetings and events landscape.

I would like to extend my deepest gratitude to each and every volunteer and leader on the board who has contributed to the MPI Ottawa chapters' success and to all our supporters and partners for their unwavering belief in our mission.

Riccarda Galioto

FINANCE

FINANCIAL STATEMENTS

**MEETING PROFESSIONALS
INTERNATIONAL CANADA -
OTTAWA CHAPTER**

Financial Information

June 30, 2023

Draft - August 16, 2023

Meeting Professionals International Canada - Ottawa Chapter

Financial Statements

June 30, 2023

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Draft - August 16, 2023

VAIVE AND ASSOCIATES

Professional Corporation

COMPILATION ENGAGEMENT REPORT

To the management of

Meeting Professionals International Canada - Ottawa Chapter

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, 2023, the statements of operations and changes in net assets and cash flows for the year then ended, and note 2, which describes the basis of accounting applied in the preparation of the compiled financial information ("financial information").

Management is responsible for the accompanying financial information, including the accuracy and completeness of the underlying information used to compile it and the selection of the basis of accounting.

We performed this engagement in accordance with Canadian Standard on Related Services (CSRS) 4200, Compilation Engagements, which requires us to comply with relevant ethical requirements. Our responsibility is to assist management in the preparation of the financial information.

We did not perform an audit engagement or a review engagement, nor were we required to perform procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an audit opinion or a review conclusion, or provide any form of assurance on the financial information.

Readers are cautioned that the financial information may not be appropriate for their purposes. The

comparative figures were compiled by another firm of Chartered Professional Accountants.

Ottawa

Date to be determined

Vaive and Associates Professional Corporation
(Authorized to practice public accounting by the Chartered

Professional Accountants of Ontario)

**Statement of Operations
and Changes in Net Assets**

For the year ended June 30,	2023	2022
Revenue		
Communications	\$ 2,190	\$ 16,660
Education events	15,101	4,240
Interest income	4,330	1,788
Membership	8,945	5,445
Member events	100,879	79,732
Partnership income	102,171	48,000
	233,616	155,865
Expenses		
Board of directors	8,143	4,482
Education and members events	159,238	62,264
Finance	2,563	5,286
Management fees and expenses	46,924	30,323
Member care	2,246	236
	219,114	102,591
Excess of revenue over expenses	14,502	53,274
Net Assets, beginning of year	123,512	70,238
Net Assets, end of year	\$ 138,014	\$ 123,512

Draft - August 16, 2023

Statement of Financial Position

June 30,	2023	2022
Assets		
Current		
Cash	\$ 46,566	\$ 85,365
Short term investments (note 3)	91,505	49,718
Accounts receivable	17,233	41,419
HST receivable	2,466	-
	<u>\$ 157,770</u>	<u>\$ 176,502</u>

LIABILITIES

Current		
Accounts payable and accrued liabilities	\$ 6,756	\$ 10,028
Deferred revenue (note 4)	13,000	39,171
HST payable	-	3,791
	<u>19,756</u>	<u>52,990</u>

NET ASSETS

Net Assets	138,014	
	123,512	
	<u>\$ 157,770</u>	<u>\$ 176,502</u>

Approved by the board:

_____ Member

See accompanying notes to the financial information

Statement of Cash Flows**For the year ended June 30,**

	2023	2022
Operating activities		
Excess of revenue over expenses	\$ 14,502	\$ 53,274
Change in non-cash working capital items Short term investments	(41,787)	(45,740)
Accounts receivable	24,186	(17,332)
HST	(6,257)	559
Accounts payable and accrued liabilities	(3,272)	5,050
Deferred revenue	(26,171)	34,171
Increase (decrease) in cash	(38,799)	29,982
Cash, beginning of year	85,365	55,383
Cash, end of year	\$ 46,566	\$ 85,365

Draft - August 16, 2023

Notes to the Financial Information

For the year ended June 30, 2023

1. General information

Meeting Professionals International Canada - Ottawa Chapter 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 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.

2. Basis of accounting

The accompanying compiled financial information has been prepared on the historical cost basis, reflecting cash transactions with the addition of:

- ◆ accounts receivable
- ◆ accounts payable and accrued liabilities
- ◆ deferred revenue

3. Short term investments

Short term investments in mutual funds, consisting of a TD Comfort Balances Portfolio, are recorded at cost. The fair market value of these investments was \$85,813 as of June 30, 2023 (2022 - \$43,529.63).

4. Deferred revenue

	2023	2022
Opening Balance	\$ 39,171	\$ 5,000
Received during the year	13,000	34,171
Recognized during the year	(39,171)	-
Closing Balance	<u>\$ 13,000</u>	<u>\$ 39,171</u>

HEATHER CLEAT - VICE PRESIDENT OF FINANCE

The 2022-2023 fiscal year was a year of rebuild as we saw a stronger return to in-person meetings. Our continued focus as a board was to ensure that our Ottawa chapter would provide beneficial education and valuable networking opportunities in a safe environment for all our members. We continued to closely monitor expenses and looked at unique sponsorship opportunities to increase revenues. We finished our year in a stable financial position which allowed us to build up the chapter reserves for future.

Statement of Financial Position

Financially, we are in a very good position. The chapter received great support from our sponsors throughout the year for all of our events. At the end of the fiscal 2022-2023 year, our chequing account showed a value of \$59,989.87.

2022 saw the return of the in-person Prix Prestige Awards gala that took place in November. The Charity Auction in February was hosted at the Museum of History and raised approximately \$33,000.00 for the chapter's charities. TheEvent took place in Gatineau in May, which many of our members attended. GMID returned to the Shaw Centre at the end of March with a strong in-person attendance, including members from ICCA. June hosted the chapter volunteer bash that was held at Mādahòkì Farm, and provided opportunities for education, networking, appreciation, and fun.

The chapter continues to employ Stephanie Lockhart and her team as chapter administrator. Mid-year the lead on our account was changed from Pamela Gosewich to Miranda Boyer. We thank Pam for all her hard work and dedication to our chapter.

The board continued to evaluate new opportunities that would be beneficial to our members. The goal was to end the year with a surplus and continue to rebuild our reserves. As of June 30th, we have reserves in the amount of \$85,025.48.

Statement of Operations

- The budget submitted to MPI Global in June 2022 had a plan for a surplus of \$11,118.95 and we ended the year with a surplus of \$10,968.48;
- All hosted events were in-person;
- The achieved advertising revenue was \$4,762.00;
- Through the hard work of our Director of Partnerships and our generous sponsors, we achieved \$73,000.00 in sponsorship revenue;
- MPI Global continues with our quarterly chapter rebates; and
- Vaive is our new accounting firm.

Summary

2022-2023 was a true welcome back year to in-person events. The generous support of our sponsors and the enthusiasm of our members helped us to increase our revenues, placing the chapter in a positive financial position. Our volunteers continue to play an integral role in ensuring that our chapter remains visible, relevant, beneficial, and sustainable. Our focus will remain on delivering valuable education and networking opportunities as we move into the 2023-2024 fiscal year. The board will remain open-minded about all opportunities, while meeting our members' needs.

Heather Cleat

ALLYSON TONELLI - DIRECTOR OF PARTNERSHIPS

In the 2022/2023 fiscal Year, the Partnerships portfolio overachieved the goal of \$67,100 in sponsorship and advertising revenue and as able to achieve \$77,000 in revenue, which is 14% over budget.

I was very excited to take on this new role as the Director of Partnerships in June 2022. Even better was the full return of all events from the previous years and saying good riddance to all COVID 19 restrictions. The only event that did not occur again for this year was the golf tournament. It was decided during the board retreat in April of 2022 that the golf tournament participation was steadily declining, and a new event would need to be considered in its place.

Although there were some gaps with advertising revenue, this was made up for with \$31,000 in partnership dollars for the Prix Prestige awards gala as well as \$37,500 in partnerships for the Charity Auction. Both signature events were very successful and seem to consistently garner attention from sponsors from previous years. This was even more apparent when posting the new prospectus for the 2023/2024 year and how quickly the partnership opportunities for the Prix Prestige awards sold. Within a weeks' time, we have only 2 opportunities of 7 left.

I look forward to working with the partners of MPI Ottawa again and was happy to be able to update the prospectus for the 2023/2024 year with some new opportunities and more custom partnerships.

Thank you all so much!!

Allyson Tonelli

CHARITY AUCTION AND COMMUNITY OUTREACH

On February 9, 2023, the MPI Ottawa Chapter hosted our annual Charity Auction and Dinner at the Canadian Museum of History. The event took place in the gorgeous Grand Hall, where over 500 guests walked into a Winter Wonders theme room filled with silver, white and blue hues. There were snowflake GOBO lights inside and real snowflakes outside. A beautiful setting for a night filled with fun and excitement.

The main objective of the evening is to raise funds for our chosen charities. With the work of the auction sub-committee, there was a phenomenal amount of silent and live auction items to bid on. At the end of the night, we raised a record breaking \$32,000!

Our four (4) chosen charities are Ottawa Food Bank/Moisson Outaouais, Hopewell Eating Disorder Support Centre and the Ottawa Network for Education (ONFE) School Breakfast Program and the MPI Foundation.

The MPI Ottawa Chapter proudly supports the work of these organizations and sincerely appreciates the impact that they make to the Ottawa/Gatineau region. Nancy Bradshaw, CMP who is the Community Outreach Chair organized cheque presentations with each organization and they are so thankful for the funds raised at the Charity Auction Dinner.

This event could not happen without our amazing sponsors and auction items donors. We truly appreciate your support!

Thank you to the Charity Auction Committee for your time, passion and dedication to this event!

Rose-Marie Guerra, CMP, DES, Director
Olivia Sylvester, Co-Chair
Michel Kafrouny, CAE, Co-Chair
Marie Laplante
Lira Buschman, CMP, DES
Nick Litt
Erin Blanchard
Mark Miller
Greg Plazek
Nour Khaled
Heather Lockwood, CMP, VEMM, Certified Sommelier
Amanda Lewicki
Allison Collins
Brian Henry
Nadine Fortin

EDUCATION

COURTNEY JONES, CMP, DES - DIRECTOR EDUCATION

BRUCE LANDRY - VICE-PRESIDENT EDUCATION

The education committee had a very successful 2022-2023 program year. The team started to transition to an in-person format slowly, hosting both in-person and virtual events. Additionally, the MPI Ottawa chapter joined forces again with PCMA to deliver Meet Week events that align in timing and share venue/AV. This partnership will continue.

Following a board decision, the MPI Ottawa chapter did not participate in “The Event” this year.

The education portfolio had five (5) goals this past year and areas of success in each:

- **Increase opportunities for members to access MPI Ottawa Education.**

We accomplished the first goal by creating a digital events library via DE Systems. The next step is to share the resource with members and publicly and start monetizing it.

- **Provide 4 Education Sessions approved by EIC, ILEA, ASAE, etc.**

The education committee put together 4 accredited education events this year. Our sessions in general were very upbeat with relevant programming to match the challenges of the times we are in. It should be noted that every education event was profitable including our in-person events. The committee will continue to strive for this success but as we move to a more in-person presence, we should be ready to have growing pains.

- **Provide opportunities for members to gain their CMP.**

The CMP program has been completely updated – there are only a few more updates to make. The work to find a virtual platform has stopped. We were unsuccessful in finding a connecting way to provide the CMP Bootcamp. We are working on a weekend in-person training session. The goal is to invite the Toronto and the northern New York chapters to use this training opportunity.

- **Increase awareness of other professional development opportunities.**

We were able to widen the reach with non members by collaborating with groups like PCMA and ICCA, especially at GMID where we had record attendance. The Education Committee has not had the capacity to continue the research of potential accreditation and courses available.

- **Maintain 4.6 average overall satisfaction for chapter run events.**

This high expectation for us continues to be met; events had ratings ranging from 4.67 to 4.82.

We were successful in recruiting Meredith Slack as Director of Education and bringing Courtney Jones into the VP Role for 2023-24. We retained most of our Education Committee members and we were able to recruit a few more.

This year's event highlights included:

[Planners and Suppliers, where's the win-win?](#)

September 7, 2022

How do you plan and execute your event, with the current risk of staff and supply shortages? How do you explain to a client or planner the supply or supplier challenges? What are the risks when working in a different region or shipping cross-country? Labour shortages & supply chain issues - why is this my problem? And what are some solutions?

[2022 November Virtual Roundtables](#)

November 15, 2022

Roundtable 1: Creating Best Business Practices between Planners and Hospitality Sales Executive?
- Lynne Wellish

Roundtable 2: How to building strategy into your events and design for Success – Event Design -
Marie-France Watson

Roundtable 3: Responsible Events - Josef Legaspi

Roundtable 4: DMO's, more than just free - Lynn Chiasson and Ted Robinson

[2023 Ottawa Meet Week: Caffeine with Colleagues and the Coach](#)

February 9, 2023

UNPACKING UNCONSCIOUS BIAS

This presentation offers tools to explore unconscious bias within each person and how that may show up in the workplace. It contains strategies for understanding & managing biases and microaggressions, including case studies that help the audience learn how to address these situations in real-time. Coach Carey blends storytelling, market research, and interactive learning to encourage open and transparent communication where diverse opinions and contributions are valued. You will leave with a toolkit to manage bias, an ability to identify, manage and minimize microaggressions in the workplace, and a foundation for an inclusive workplace.

[GMID 2023: A Fresh Approach to Productivity](#)

March 30, 2023

In his quest for optimal productivity, Chris Bailey has honed-in on a couple dozen strategies that actually help us to get more done, feel more in control of our workload, and become more intentional and less responsive.

Recommendations for the 2023-2024 Education Committee (shared with incoming director):

Aim for feasible collaboration with Member/Signature Events, and other chapters/organizations. Look to bring the CMP Bootcamp back to in-person, recommendation of a weekend program. The committee could use more members and you may want to look at a division of subcommittees for events, recommendations for an Event 1 and 3, and an Event 2 and 4 subcommittee.

The following individuals helped Courtney Jones and Bruce Landry have a memorable year.

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

Daniela Caputo

Desmond Lomas

Emily MacKay

Jessie Lee

Lynn Chiasson

Marbella Berroa

Meredith Slack

Paul Glover

Ted Robinson

Zina Acherir

Kalli Foster

Courtney Jones

Bruce Landry

Bruce Landry

Courtney Jones

MEMBERSHIP

DANIELA STUCKI - VICE-PRESIDENT OF MEMBERSHIP

MPI Ottawa Membership Team has had a good year rebounding from the Pandemic. We are happy to report our membership is climbing towards pre-pandemic numbers, and most important of all we are back to LIVE events, connecting with our members in person.

The below portfolios fall into Membership:

Member Care

Kris Knox has led this position in the last year with great passion and ideas and will continue as Director for the 2023/2024 Fiscal year. Kris has created strong relationships with local schools, and truly cares about growing and benefiting ALL members. He has also built the committee below that has supported his initiatives for 2022-2023.

- Nicole Bechkos, Hilton Niagara Falls (Chair Recruitment)
- Lira Buschman, PSAC (Co-Chair Recognition)
- Gabrielle Whittaker, Kinaxis (Co-Chair Recognition)
- Louise Gervais, Royal College (Chair Recruitment)
- Olivia Sylvester (Student Liaison)
- Jessie Lee (Membership Calls)
- Patrick Quirouette (Membership Calls)

Member Events

Carla has very passionately embraced this position for 2022-2024, while transitioning back to the much- desired LIVE events. Although attendance was not as strong as anticipated, Carla used her creativity to make the events unique and memorable for the members and was greatly supported by the creative committee below.

- Lira Buschman, (Co-Chair Trapped event)
- Nadine Fortin, (Co-Chair June Bash)
- Nour Khaled (June Bash)
- Emily McKay, Invent Ottawa (all events)
- Mark Millar, Bespoke Audio Visual (all events)
- Rebecca Narr (Co-Chair June Bash)
- Ben Scholte (Festive Dinner)
- Olivia Sylvester (Chair Festive dinner)
- Emily Monsour (Festive Dinner)
- Jessica Tremblay (June Bash)

Awards and Recognition

Brent stepped into this portfolio in June 2022-2024 and has taken full advantage of executing this event successfully much later in the year as previously. His thinking outside of the box, has resulted with a very motivated committee, which has kept this event on the list of a member favorite, with new changes on the horizon. He was supported by the below committee.

- Rebecca Narr- Restays Ottawa (Co-Chair)
- Jenny Dao- Tourism Saskatoon (Co-Chair)

- Carolyn Leslie
- Disa Cameron
- Allyson Tonelli
- Heather Lockwood
- Julie Clement
- Zina Archerir
- Kimberley Ennis
- Ashley Craven
- Evena Louis Brutus
- Steven Lacelle
- Michel Kafrouny

The three Directors have provided their in-depth reporting of their activities and I cannot wait what is in store for 2023/2024.

Daniela Stucki

MEMBER CARE

KRIS KNOX, DIRECTOR OF MEMBER CARE

The 2022/2023 year for Member Care was a great success all around. New engaged volunteers joined the committee, member retention numbers were rocketing, and the student committee began with a new Chair. To summarize, the membership volunteers have been nothing but engaged, efficient and effective. Membership numbers have grown through this fiscal year, ending with 182 members.

HIGHLIGHTS

Recognition

The Prix Prestige awards took place in November 1 2022, under the leadership of the new Director of Recognition & Awards. Two volunteers from the Member Care committee continued to follow through with the nominations process for the awards with ease and efficiency. The awards will be moved to September 2023 (with a goal of making this a permanent move). Nominations were launched in June 2023.

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

Student Liaison Sub-Committee

With great excitement, we have brought on a new Student Liaison focusing on ensuring the students are aware of MPI Ottawa and the benefits of membership. We continue to speak with Algonquin College classes virtually; as well as one on one check in with the Program Director for the upcoming new Bachelor program starting in Fall 2023. The Chapter is currently ending the year with 11 student members – which is an increase from previous years.

With a team collaboration, and excellent ideas from our Student Liaison, the board came up with a Student Partnership opportunity to add to the 2023/2024 prospectus. The partnership will be applicable for up to five (5) students, giving the students membership and ability to attend Ottawa Chapter Events. This is a new test pilot launch for 2023/2024.

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. The call committee was very active, and always prepared to make retention calls and complete tasks efficiently. One of the biggest achievements for this team happened during the months of December 2022, where MPI Global launched a Holiday promotion. During this month the team successfully accomplished securing 22 renewals!

Recruitment

DIYs continued in the year: October 2022 in person, January 2023 virtual, and lastly May 2023 in person. As there has been a consistent decline in attendance at these events, it was approved at the board level that a pause on DIYs will happen for the 2023/2024 fiscal year. The Recruitment Chair and Comms team have been incredible at getting the word out and creating buzz with various themes.

MPI Ottawa was present at the Tête-à-Tête tradeshow in February 2023. Excellent planning and execution of the booth, which again was provided complimentary due to promoting their events. There was a very strong volunteer base for the event this year, and we had more volunteers than were required this year! The chapter offered a 20% discount promotion for new members to sign up during the week of the tradeshow. The booth included two new graphic pop-ups, providing a professional look to the booth. Two books were donated for a draw for one member and one non-member. Thirteen (13) members, and seven (7) non-members left their business cards.

We recruited one new member because of Tete-a-Tete and the promotion.

Encouragement for people to donate funds to the MPI Foundation through their campaign was also promoted at the booth.

Over the course of the fiscal year, we had thirty-nine (39) new members join the chapter; and fifteen (15) re-joined members.

Successful Work:

Cannot pinpoint one successful project as each committee member helped to make this an extremely successful year for the Member Care team.

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 again in 2022/2023. Goal to get this brought back again in 2023/2024 – partnering with another event.
- Ambassador program was launched again for 2022/2023. Goal for next year will be to reshape and educate the membership on this program to ensure it is more effective.

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 as we continue to grow our membership back again.

Kris Knox

MEMBER EVENTS

CARLA DE KONING, DIRECTOR OF MEMBER EVENTS

To start our year off, we branded our committee the **MPI Ottawa Connex**, to show that our networking events are meant in most part to bring our members together. Emily McKay created a committee logo with connecting puzzle pieces, which we used to brand our events. We will keep it for another year, then the next Director can choose to continue it or not.

For the 2022-2023 year we were able to maintain in-person events after the COVID-19 pandemic. The 2022 Festive Dinner, the **Ho Ho Hoedown** with the theme of Festive Western, was held in late November at Overflow Brewery and saw 83 attendees who enjoyed an evening of open networking, games and reuniting. Having an evening of unstructured time proved very successful as people just wanted to be able to mix and mingle without interruption. We take away from this event to not have a DJ, as it was too loud.

A small in-person Escape Room and Dinner, **TRAPPED – A Mind-Bending Evening**, took place in April, although planned originally for February. Due to several conflicting industry activities, it was not as well attended as we had hoped. Will need to carefully pick the date for the Winter Event in 2024.

We ended the fiscal year by bringing back our volunteer appreciation event, to thank our MPI volunteers. The event was held at Indigenous Experience at Mādahòki Farm, where the members experience *An Indigenous Experience*, which included a session on Spirit Horses, a traditional dinner and a Pow Wow. This was both an educational evening as well as a very relaxed event which our members enjoyed, especially being busy planners and suppliers. We are grateful to the Shaw Centre for sponsoring the event so volunteers could attend for free.

A big thank you to the small but mighty committee who executed this year's events. They are an incredible group to work with, and I cannot wait to see what they do in 2023-2024. I have put out a call for new members for our committee, as several of the current members will be stepping down to take on bigger roles in the coming year.

Carla DeKoning

AWARDS & RECOGNITION

BRENT BEATTY, DIRECTOR OF AWARDS & RECOGNITION

On November 1st, 2022, the annual MPI Ottawa Prix Prestige Awards, which attracted and recognized 157 deserving members for their hard work and dedication to our chapter and industry took place at the Infinity Centre.

As this was the first in-person award gala since before Covid we took the time to recognize all the 2019/2020 & 2020/2021 recipients at the beginning of the program.

Partnerships secured \$31,000.00 in sponsorship revenue by securing the following Sponsors:

- Shaw Centre - Student of the Year
- Destination St. John's – Rising Star of the Year
- Discover Saskatoon – Volunteer of the Year
- Vancouver – Planner of the Year
- Quebec City – Supplier of the Year
- Infinity Centre – Mentor of the Year
- Fairmont (Queen Elizabeth, Chateau Frontenac, Richelieu Manor, Montebello & Tremblant) – Wine Sponsor

Our Awards generated Gross revenue of \$51,110.00 (including Sponsorship) with expenses of \$31,093.47.

Following the awards, the Director and his co-chairs started planning for the 2023/2024 Awards and revised the existing awards to include three (3) new awards:

- New Member of the Year - This award is to recognize an MPI Ottawa New Member (including a student) who has been actively involved and devoted significant effort to, and as, a member of the MPI Ottawa Chapter.
- Emerging Leader - To recognize either an MPI Ottawa Student Member or an up-and-coming MPI Ottawa Planner or Supplier Member that demonstrates a leadership ethos in all their contributions to the industry and our MPI chapter, specifically via their committee contributions.
- Innovation Award – This award may be given out annually to a self-nominated individual or organization that demonstrates either an innovative product, process or experience that advances the meetings and events industry or to an individual that has reinvented themselves or their business in a way that is relevant to the changes occurring in the meetings and events industry in the previous MPI Ottawa chapter fiscal year (July 1st, 2022 – June 30th, 2023).

These Awards were approved at the final board meeting of the year.

As part of this portfolio (Recognition) the Director of Awards worked with Director of Leadership and Volunteer Management to ensure that our chapter volunteers were recognized during our year-end event, An Indigenous Experience on June 20th, 2023.

Brent Beatty

MARKETING & COMMUNICATIONS

ERIN BELLWOOD – VICE PRESIDENT OF COMMUNICATIONS

PATRICIA SIMPSON, DES – DIRECTOR OF MARKETING

July 2022 to June 2023 was both a year of transition and an exciting year for the Marketing and Communications Committee as we focused on our external and internal marketing strategies.

In terms of community engagement, our committee extended our annual goals and strategies to better reflect the growing needs of both our Chapter and its Membership. A major area of focus was on continuing to increase our participation and engagement through our Social Media Platforms (Twitter, Instagram, Facebook, and LinkedIn). In addition to these social media forums, we have our online magazine, Chapter News & Views, go through a change with our chair moving on to another chapter and trying to continue the amazing work and structure she started.

As top performing Chapter, MarComms has supported the various Events Committees throughout the everchanging industry landscape through the following areas:

- Through cross-promotions on our social media forums on various “meet week” initiatives
- Recognition of our Chapter partners online
- Host a space for the local community to thought-share
- Publishing articles in our Chapter News & Views

The Marketing and Communications committees are represented by two sub-committees: our Chapter News & Views and social media (Community Outreach moved to a different portfolio at the beginning of our fiscal year).

- Social Media Subcommittee – Highlights and Accomplishments:
 - The MPI Ottawa Chapter has an official Twitter Page, Facebook Page and Group Forum, Instagram Page, and LinkedIn Page (we closed the group forum this year).
 - Building off the growth and success from the previous year, many of the Marketing and Communications Committee goals set at the beginning of the year in our Chapter’s strategic plan have been met. As social media is an ever-growing content-sharing tool it must remain a top effort of the Chapter’s marketing and communications portfolio. Our committee is very good at reacting and changing based on the needs of the chapter and MPI Global.
 - The Social Media subcommittee has been very successful this year in increasing followers and growing engagement on every platform by developing original and interesting content for each.
 - Our social media platforms are crucial when it comes to promoting Chapters events, recognizing sponsors, and helping to increase our ticket sales and serves as the go-to sources for information for our members.
 - Notable mention we have been rebuilding our Facebook Page and growing back our audience when our page was hacked in 2022.

- Chapter News & Views Subcommittee - Highlights and Accomplishments:
 - After moving away from print many years ago, the Chapter News & Views Subcommittee has 4 committee members with regular or rotating roles that range from article writers, editors, and publisher (to the chapter website).
 - The Subcommittee has continued to develop and produce thought-provoking content for the online readership this year.
 - Some articles include reporting on our local MPI Ottawa events, providing best practices for planners and suppliers, what's hot in industry news, member spotlights, some MPI Global and Foundation updates, along with educational content and any other meetings and events industry-related topics.
 - The News & Views subcommittee has increased article writing and publishes approximately 8-10 articles per month.
 - We saw a notable gap when our News and Views Chair left her role and relocated. However, we are in the process of ramping back up these efforts with new volunteers.

Committee Members:

- Website Committee (new position as of 2020)
 - 2022-2023 Committee member, Disa-marie Cameron and Erin Bellwood
- Social Media Committee Members
 - Chair: Krystal Sabourin
 - Facebook: Disa-marie Cameron
 - Instagram: Emily McKay
 - LinkedIn: Lisa McNulty
 - Twitter: Lisa McNulty
- Chapter News & Views Committee Members
 - Chair: Jason Rost
 - Editor: Cynthia Beaudin
 - Editor: Darlene Kelly Stewart
 - Writer: Disa-marie Cameron
 - Web Publisher: Steven Lacelle

Erin Bellwood

Erin Bellwood, Institute of Public Administration of Canada

Patricia Simpson

Patricia Simpson, Canadian Council of Motor Transport Administrators

LEGACY OF DEDICATION

Past Presidents' Honour Roll (1984-2023)

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, CMP
2021-2022	Ashley Craven, CMP, DES
2022-2023	Karen Wiersma

MINUTES OF THE 2022 ANNUAL GENERAL MEETING



MINUTES OF ANNUAL GENERAL MEETING: Wednesday, September 28, 2022
12:00 pm – 1:00 PM – Zoom Conference Call

CALL TO ORDER: 12:07 PM

Ashley Craven, Immediate Past President calls the AGM to order.

Ashley introduced a motion to dispense the reading of the 2021 AGM Minutes, the 2021-2022 Financial Statements and the 2021-2022 Annual Report.

1. **Riccarda Galioto as mover**
2. **Rose-Marie Guerra as seconder**
3. **Ashley asked if there were any questions**
4. **No questions or amendments. No discussion**
5. **Motion carried**

Approval of the 2021 Annual General Meeting Minutes

Ashley introduced a motion to approve the 2021 Annual General Meeting Minutes.

1. **Marye Menard-Bos as mover**
2. **Carla de Koning as seconder**
3. **No questions or amendments. No discussion**
4. **Motion carried**

FINANCIAL STATEMENTS

Lori Wagner VP of Finance from 2021-2022 had prepared a presentation to present on her behalf.

Ashley reviewed the Statement of Financial Position for 2021/2022.

Ashley put forth a motion to approve financial statements.

MOTION TO APPROVE THE 2021 / 2022 FINANCIAL STATEMENTS

1. **Rose-Marie Guerra as mover**
2. **Greg Plazek as seconder**
3. **No questions or amendments. No discussion**
4. **Motion carried**

Ashley Craven: Highlights of the Annual Report

- The MPI Ottawa Chapter not only survived but thrived this year with new innovative ways to produce education and networking opportunities while being fiscally responsible.

- MPI Ottawa achieved the High Performing Chapter and one highlight was having a 94% member satisfaction score. We were also asked to be one of four Chapters to speak at the 2021 Global Chapter Business Summit.

- The Chapter moved their Coffee Talks back to DIYs to continue the branding once we moved from virtual to in-person meet ups.

- The Education Team continue to produce engaging events virtually with the round tables and GMID. We applied for an MPI Foundation Grant which was used to pay for the GMID speaker fees. Thank you to the Foundation and encourage all members to continue to support the Foundation as they supported our Chapter throughout the pandemic.

- Thank you to our loyal sponsors who continued to support the Chapters and members are encouraged to reach out to our partners and support these organizations when looking for a DMO, city, venue, service, etc.

MOTION TO APPROVE THE 2021-2022 ANNUAL REPORT

- 1. Greg Plazek as mover**
- 2. Lira Buschman as seconder**
- 3. No questions or amendments. No discussion**
- 4. Motion carried**

Karen Wiersma: Looking ahead

Karen welcomed the 2022-2023 board. Spoke to hope for the industry and for our members. While there is so much that we can't control, we can control our outlook. The outlook is positive, realistic and we have realized that we are stronger together.

The Member-Events committee is looking at hosting the festive event in person and the Chapter is looking to collaborate with other industry organizations to bring Ottawa Meet Week back. The Education Committee is working on their next event scheduled for November and are on track to hire an Admin by October. With a new admin, this will free up time for the board to focus on other areas such as DE&I and how we can improve as a chapter. Looking forward to seeing new and familiar faces in person soon.

Kris Knox recognized our members celebrating milestone anniversaries.

Q&A

Question: “Is there a tentative date for the Festive dinner?” Gabrielle confirmed that they are looking at December 1st but won’t be able to confirm until a location and contract have been signed.

Question: “How are membership numbers holding up?” Follow up is “Compared to other chapters?” Karen W confirmed that our membership retention is one of the metrics outlining how well the chapter has done. Promotions were communicated by our MarComms team, initiatives from Destination Toronto and Imex helped with grants to members and Global assisted with differing payments. Thank you to all supporters. Ashley confirmed that our retention is at 66.8% compared to Global’s at 63.6% and net growth, expected to be down with MPI Ottawa’s at -19.9 and Global’s is -21.9%. Tracking above Global’s numbers.

Karen adjourned the AGM at 12:32 pm