

# 2014-2015 Annual Report

Presented at the  
Annual General Meeting  
September 17, 2015

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# MPI OTTAWA CHAPTER BUSINESS PLAN & DASHBOARD METRICS

## Vision

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

## Mission

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

## Chapter Business Metrics / Goals

### 1. Membership Retention

- **Target:** Ensure a 77.86% membership retention rate
- **Accomplishment:** 74.14%

### 2. Membership Recruitment

- **Target:** Ensure a 1% growth in new members
- **Accomplishment:** 0.01%

### 3. Volunteer Engagement

- **Target:** 62 volunteers (20-25% of membership actively volunteering)
- **Accomplishment:** 93 volunteers (30%)

### 4. Membership Satisfaction

- **Target:** Ensure an 8.38 overall Member Satisfaction Score on Annual member care survey (conducted by MPI HQ)
- **Accomplishment:** 8.22

### 5. Gross Profit Margin

- **Target:** Achieve 1-5% Gross Profit Margin
- **Accomplishment:** -3.3% Gross Profit Margin (note: the Chapter planned on a deficit this fiscal year which is further explained in the Finance Report)

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

## OBJECTIVES:

The following objectives were identified for the 2014-2015 annual business plan.

### 1. Administration and Leadership:

- a. Find a cohesive work space to capture project data and where Board members and committee members can work together virtually (i.e. Basecamp, etc.)
- b. Research an appropriate procedure and place for posting the times and locations of Board meetings

- c. Create a set of standard operating procedures by portfolio for Board member and committee use
- d. Create a standard template for event scenarios that incorporates sponsorship needs, publications needs and event lead details which can be used for all portfolios that produce Chapter events
- e. Develop a list of willing Past-Presidents to create an advisory council
- f. Develop a Chapter specific vision, mission and core values
- g. Plan an awareness campaign to explain how the Board works and how to join (including a potential Lunch & Learn)
- h. Develop and implement a mentoring program for the membership (including reverse mentoring)
- i. Develop and distribute a volunteer satisfaction survey for feedback on how committees are working with each other and the Board
- j. Revise current volunteer intake survey and matching program to ensure accuracy

## **2. Education:**

- a. Create standardized post-event surveys with a relevant question bank for all events
- b. Investigate the opportunity to share speakers and expertise with MPI chapters and/or other organizations
- c. Investigate the idea of an “Industry Beginner” education content database that would include webinars on industry topics, allowing for yearly programs to be more focused
- d. Implement grading program for marketing of education events (content is novice, intermediate, advanced, all)
- e. Implement education events with different styles/approaches, learning methodologies and formats
- f. Develop a list of seasoned members to be used as resource (consultation on program content, workshop speakers, etc.)
- g. Investigate having separate education streams for planners and suppliers during sessions, then bringing together for lunch
- h. Plan and introduce two new, informal networking events geared towards utilizing restaurant members
- i. Use more non-traditional marketing strategies and multi-media/social media options to promote events. Consider developing standard verbal event teaser
- j. Qualitative evaluation of the chapters monthly programs through dialogue with senior members to determine changes to be made for 2015-2016 program year
- k. Develop a marketing plan for NMID
- l. Develop and implement a strategy to promote/bring members’ attention to the available scholarships/funds available through MPI, The MPI Foundation and any others.
- m. Announce plans for NMID’s 20th anniversary celebration
- n. Review study group model (including timeline and number of groups/year) and develop new model as needed
- o. Develop a marketing campaign to increase member awareness of all certification programs (CMP, CMP-HC and CMM)

- p. Appoint a CMP Champion who is available for questions from those interested in obtaining their CMP or CMP-HC or CMM throughout the year
- q. Initiate an annual CMP information session for those interested in taking their CMP

### **3. Membership and Recognition**

- a. Further develop the Student Liaison role with clear activities, deliverables and goals
- b. Create a best practices summary document for membership retention
- c. Prepare a report on common membership trends for recruitment ideas/campaigns
- d. Investigate other partnership opportunities with local colleges
- e. Plan a Membership Boot Camp for new members
- f. Participate in local tradeshows to recruit members (ie. Travel & Trade, CSAE)
- g. Write a Communique article to advise the members on changes implemented as a result of the 2014 Membership Survey
- h. Assess and revise the current program and practices for allowing recruitment guests to attend Chapter events
- i. Create a best practice for following up with non-members who reach their maximum event attendance
- j. Create/package a standard “display” for using when exhibiting at tradeshows
- k. Explore gamification options for the Chapter and loyalty program/prizes (eg. Competition for most events attended, most tweets for an event)
- l. Explore and prepare an awareness campaign to advise members on the HQ online member directory
- m. Create a template for individualized requests for members’ profile updates in advance of directory printing
- n. Enhance and market the Subscription membership program
- o. Review the criteria and purpose of each award category and propose changes to the structure, eligibility and number of awards
- p. Update the award nomination form to reflect accurate information collection
- q. Create an action plan for distribution of MPI anniversary pins to members

### **4. Communications & Publications**

- a. Create an internal communications strategy that will result in providing consistency in format, timing and design for Chapter programs and events, as well as a procedure for one-off email requests and inter-association requests
- b. Perform a needs assessment to determine what type of communications the Chapter should be concerned with, and our resources
- c. Develop an external communications strategy that includes a marketing plan
- d. Explore the specifics of a full upgrade to the Chapter website allowing for increased interactivity and connection to social media (including grants for AODA compliance)
- e. Research the idea of creating a Chapter mobile application
- f. Explore connection between social media and registration status updates
- g. Develop a guide for how to utilize Chapter photos (eg, marketing uses)

- h. Create a marketing calendar that includes dates for emails, newsletter and social media outputs with content overview, and can become a template for future success
- i. Assess the practicality and popularity of changing methods for Chapter publications (i.e. print vs. web)
- j. Develop a more interactive web version of the Communique
- k. Create news articles for Chapter website and press releases for external contacts on the fundraising efforts of the Chapter
- l. Create list for use in marketing events that shows what elements the event offers (i.e. education, networking, food, fundraising)

## **5. Strategic Alliances & Finance**

- a. Develop a multi-year spending strategy to address the Chapter surplus
- b. Create a revised budgetary process that allows for proper reconciliation of accounts and long term planning
- c. Review the need and options for a new budget reporting template (including templates for each portfolio's internal use)
- d. Research the plausibility and logistics of a Chapter credit card
- e. Assess the need for a director or chair position for support and succession planning
- f. Creation of standardized event pricing matrix
- g. Combine Golf Day partnership prospectus with master partnership prospectus and revise distribution timelines accordingly
- h. Review sponsorship levels and create a cost breakdown for Chapter expenses within each level to assess profit margins
- i. Develop a chain of command for communication with sponsors and instate a committee lead to work with each event lead
- j. Develop a standard survey to assess sponsor satisfaction after the event
- k. Create a standardized in-kind donor form to be used when suppliers offer services, for tracking purposes
- l. Review in-kind sponsorship process and benefits to equalize across the board
- m. Execute a roundtable consultation with A/V suppliers and the chapters event directors

## BOARD OF DIRECTORS

### Executive Committee

President	Jennifer Holly <i>Travel Alberta</i>
President Elect	David Dugas <i>D.E. Systems Ltd.</i>
Immediate Past President	Marie-Louise Doyle <i>Doyle &amp; Associates Event Planners</i>
Vice-President, Communications	Jennifer McAndrew <i>Mastermind Events Inc.</i>
Vice-President, Education	Dianne Dodds, CMP <i>Royal College of Physicians &amp; Surgeons of Canada</i>
Vice-President, Finance	Ryan Young <i>The Banff Centre</i>
Vice-President, Membership	Chantel Beaupre <i>Say Something Communications Inc.</i>

### Directors

Director of Community Outreach and Corporate Social Responsibility	Riccarda Galioto <i>AMMI Canada</i>
Director of Leadership and Volunteer Management	Darlene Kelly-Stewart <i>Stonehouse Sales &amp; Marketing Services</i>
Co-Directors of Program and Education	Alyssa Bignell <i>InitLive Inc.</i> Brendan St. Jacques <i>IHG Americas Sales</i>
Director of Publications	Lydia Blanchard <i>NAV Centre</i>
Director of Recognition and Awards	Diane Fowles <i>Events by Diane</i>
Director of Strategic Alliances	Scott Ventresca <i>Tourism Toronto</i>
Director of Strategic Education	Sandra Leslie, CMP-HC <i>University of Ottawa - Department of Radiology</i>

## PRESIDENT'S MESSAGE

*Jennifer Holly*

This year during my presidency my goal was “the new MPI” and with that goal in mind we effectively accomplished a number of important objectives.

1. We implemented a new board structure. This involved working with the Board to become a more strategic thinking unit moving forward. We transitioned from a hands on board to a big picture minded strategic board for the better of the membership.
2. We stayed focused and followed through on the 2015-2018 Strategic Plan – continuing to evolve the board moving forwards. This was implemented within our monthly board reports.
3. We worked with the existing board to ensure that all board members had a voice and that the silos were removed. The Board works as a unit with all members jointly collaborating in order to accomplish a common goal. There was a human element to the board this year and it certainly resonated with our association members. The effectiveness of this unity and collaboration are shown in results of the board assessment report.
4. We moved the chapter board templates and all documents to a secured site (Basecamp) to ensure that all concepts, past results, documents, contracts, and all other information remains property of the chapter. This included having specific email addresses attached to each board position for the benefit of our membership. This will assist all incoming board members in continuing in the direction that the board is moving and help with their orientation into their new roles.
5. We effectively reviewed the survey results from and attendance at the educational and networking events to correct what wasn't working. We have listened to our members and have acted on our ideas and visions to effectively introduce new and enticing education and networking events. This change was evidenced in the transition of the Christmas luncheon to a dinner; in doing so stepping up it's profile to that of a more professional event. Other examples include: Ted talk style events, the expansion of Tech date, the introduction of an un-conference, the investment of more monies and time in NMID and the removal of some of the themed ideas. The end result of all of this gives the association a more creditable approach when recruiting new and when retaining current members.
6. We achieved an important change within the board. The membership of MPI is always our first priority and our support of charities second. We focus too much on giving back to charities and other organizations. Although it is a big part of our Chapter, philanthropy is not our mission. Our first mandate is to our members. We as a board need to give back and provide more ROI to our members for their membership dollars.
7. We worked very closely with our sponsors to reevaluate and rewrite the prospectus. We added new opportunities for our required services such as AV. The result is increased opportunity for our AV suppliers, measurable ROI, and an increase in AV participation. Further to the prospectus, we have implemented a policy that sees the membership receiving all chapter RFP's twice a year.
8. We focused diligently on retaining our members and having them work as advocates for new members. Result is yet to be measured.
9. We added a new policy for out of office alerts with a backup contact available when a board member is unable to check emails. This ensures seamless communication between the board and the membership.
10. We started the Advanced Education Fund as a means of securing senior speakers for education events. By doing so we can ensure that our MPI events stay on trend and appeal to the senior level education interstate in a way that was not possible before.



11. We made accountability our priority. The utmost importance was placed on active board participation and meeting task deadlines.

## PRESIDENT ELECT'S MESSAGE

### David Dugas

2014-2015 was a year of substantial formative change within MPI Ottawa, and we look to continue to advance our goals through the 2015-2016 year. Nowhere is the change more evident than within the communications portfolio. We have begun a process to completely re-imagine our online presence in a way that will engage the membership and meetings industry as a whole. Decisions were made to retire the print edition of our news and move to an online format. The reasoning behind the decision was based on 3 key factors-cost, engagement and reach. The cost of the print edition was in the tens of thousands of dollars vs an online edition that will be a fraction of the cost. An online news can also allow for members to comment and engage over a great article, something that our print edition could not really do with the same level of ease. And lastly, but possibly most important was reach. Over the last 20+ years, there have been some spectacular articles in MPI Ottawa's publications. Articles, which never made it beyond the desk of the members. In today's digital world, a great article can be shared across a community in minutes through social media. We truly believe that our news needs to be shared and as such, a digital format will allow us to obtain a reach to the meetings industry at large.

We continue to work to providing strong educational content and unique member events, which lie at the core of who we are as an association of meeting professionals. At the end of the day, it is our events that members are drawn to; our sense of community in an industry that is based on meetings and events. Our program and education team are constantly looking to push the envelope on content and concept to deliver exciting and engaging events to our members. We are also learning to engage our members in new and exciting ways-at events, online and even through informal meetups for various subsets of MPI members. Ensuring we exceed our member's expectations remains at the front of our endeavours in all positions of our board. I have had the pleasure of working with a team of extremely dedicated and talented board members. Their level of experience and professionalism gets me excited about being a part of this organization, about volunteering in our meetings community and about delivering the best to our membership. I look forward to serving MPI Ottawa in 2015-2016.

## IMMEDIATE PAST-PRESIDENT'S REPORT

### **Marie-Louise Doyle**

In my role as Immediate Past-President I was tasked with various projects as they relate to MPI vis a vis, governance, policy and procedures, board restructuring, assessment of the board self-assessment tool and the hiring of a new MPI Secretariat.

### **Governance**

As Immediate Past President, my main responsibility was to chair the Governance and Nominations Committee - whose task is to ensure that the new members to the Board of Directors are strong representatives of our Chapter. The committee reviewed each application and interviewed each candidate. Our philosophy was that the Board needs the right applicant with the right skill set; otherwise we need to leave the seat empty. Luckily we were able to fill all of the upcoming vacant positions. As such, it is with pleasure that I confirm the 2015-2016 MPI Ottawa Chapter Board of Directors.

#### **Position Title**

President  
*(One-Year Term)*  
President Elect  
*(One-Year Term)*  
Immediate Past President  
*(One-Year Term)*  
Vice-President of Finance  
*(Two-Year Term)*  
Vice-President of Communications  
*(Entering Final Year of a Two-Year Term)*  
Vice-President of Education  
*(Two-Year Term)*  
Vice-President of Membership  
*(Entering Final Year of a Two-Year Term)*  
Director of Community Outreach & CSR  
*(Entering Final Year of a Two-Year Term)*  
Director of Education Programming  
*(Two-Year Term)*  
Director of Publications  
*(Entering Final Year of a Two-Year Term)*  
Director of Leadership & Volunteer Management  
*(Entering Final Year of a Two-Year Term)*  
Director of Recognition and Awards  
*(Two-Year Term)*  
Director of Strategic Alliances  
*(Two-Year Term)*  
Director of Strategic Education  
*(Two-Year Term)*  
Director of Member Care  
*(Two-Year Term)*  
Director of Member Programming  
*(Two-Year Term)*

#### **Name**

**David Dugas**  
*D.E. Systems Ltd*  
**Ryan Young**  
*Banff Centre*  
**Jennifer Holly**  
*Travel Alberta*  
**Nicolaas Sont**  
*Yes We Plan Event Management Inc.*  
**Jennifer McAndrew**  
*Mastermind Events Inc.*  
**Alyssa Bignell**  
*InitLive Inc.*  
**Chantel Beaupre**  
*Say Something Communications Inc*  
**Riccarda Galioto**  
*AMMI Canada*  
**Patrick Kilvert**  
*Les Suites Hotel, Ottawa*  
**Lydia Blanchard**  
*NAV Centre*  
**Darlene Kelly-Stewart**  
*STONEHOUSE Sales & Marketing Services*  
**Scott Ventresca**  
*Tourism Toronto*  
**Allison Collins**  
*Sheraton Vancouver Wall Centre Hotel*  
**Sandra Leslie**  
*University of Ottawa, Department of Radiology*  
**Karen Norris**  
*Coaching Association of Canada*  
**Nicole Jeffrey**  
*Canadian Produce Marketing Association*

During my final year on the Board of Directors, I saw my role as a resource for all board members, especially the President and President-Elect. I was glad to be able to share my experiences, my thoughts and my perspective as the chapter leaders took on a variety of challenges and weren't afraid to take risks. It was a privilege to be a part of our many successes.

Over the three years of my involvement, I have had the opportunity to see the Chapter leadership evolve. I believe that they are positioned to take the Ottawa Chapter to new heights. Within MPI as a whole, we have a reputation of being a Chapter to watch – for innovative ideas, member engagement and strong relationships.

### **Board Self-Assessment Tool Review and Implementation**

I was tasked with reviewing the current board self-assessment tool. This tool is sent out to the current Board of Directors in June of each year. Its purpose is for Board members to self-assess their role, the Board's goals and strategies. Full details can be obtained from the Secretariat.

### **Hiring of a New MPI Secretariat**

It came to our attention that Brent Moore and Associates was closing its doors so that Brent could enjoy his well-deserved retirement. With that began the search for a new Secretariat. We received quite a few proposals and interviewed 4 companies. Each company was rated against a set of criteria each holding a point value. At the end of the review of the proposals, interview process and criteria analysis the contract was awarded to Events & Management Inc. The transition was held in August and they have already begun to show their experience in supporting MPI Ottawa Chapter.

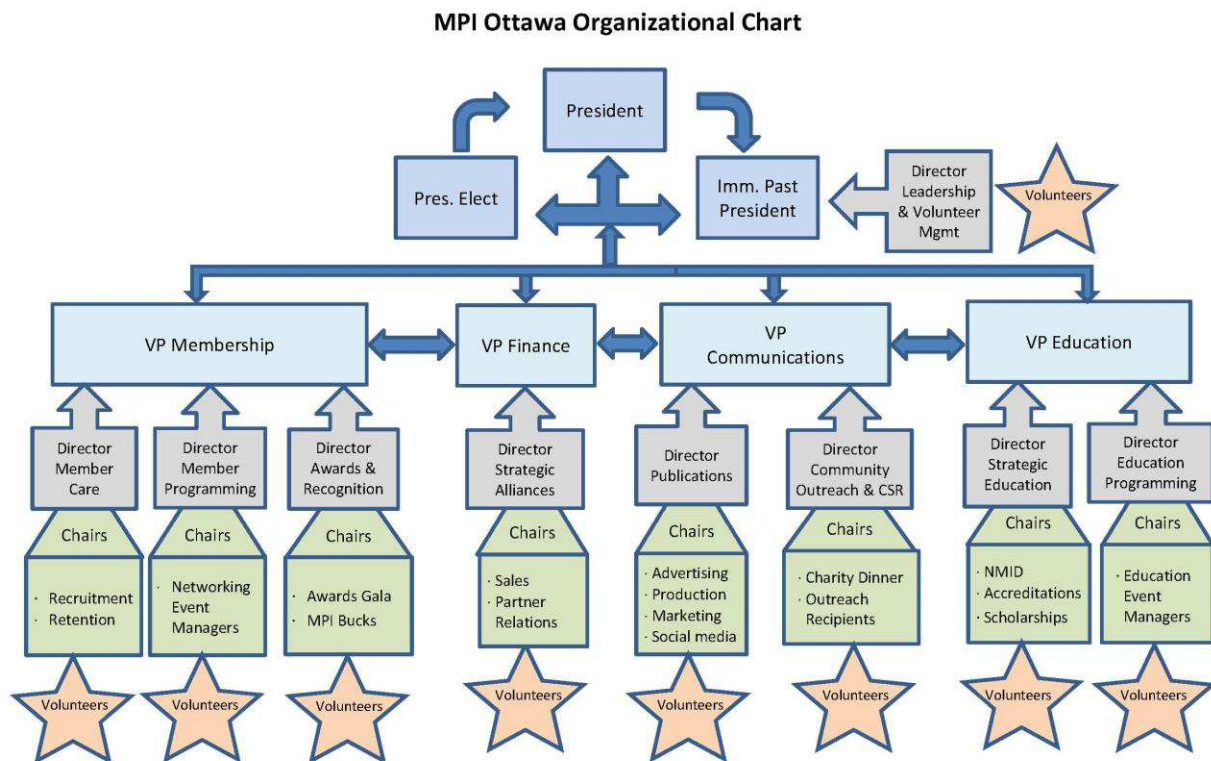
### **Re-Igniting the Council of Past Presidents**

One of my most enjoyable tasks was to connect with all of our Past Presidents to enquire as to whether they would be interested in serving on the above noted Council. The role of this Council is to serve as members-at-large on the Board in various roles for projects and as subject matter experts in our industry. We have a strong group of supporters who were eager to fulfill this role and be on the Council.

### **Restructuring Plan**

The restructuring plan was identified during the review of committee structures, goals and objectives, and the portfolio alignment for our VPs. A thorough review was conducted and recommendations were presented to the board to. It was decided that the Chapter should restructure the current Board of Directors based on the goals and objectives of committees. This last year was our transition year, taking us from an operational board to a strategic management team. This upcoming year under David Dugas will see the new Board structure come into place. My goal was always to take the MPI Board from an operationally based board to a strategic thinking one. Under the leadership of Jennifer Holly, this goal was realized during the transition board from the old board slate to the Board make up to be guided and led by David Dugas. I am glad I could be a small part of this and I am so proud of this group of hard working individuals.

The current Board Structure is depicted below:



If you are interested in a detailed review of this plan, more information is available on the Chapter website.

In closing my 5 years on the Board have been incredible. Filled with great challenges and great people. Thanks to all of your support. I will miss being a member of the Board but I will always be proud to be known as a Past-President of the MPI Ottawa Chapter.

### ***Leadership & Volunteer Management***

***Darlene Kelly-Stewart, Director***

As this portfolio is still establishing its scope and parameters through its second year, a board vote provided for and approved a third year for 2015-16. This extension is intended to complete the implementation of the new board structure, streamline the volunteer application and assignment process and complete the design and implementation of the mentor program of the original mandate.

The Volunteer Program and process is beginning to take shape and has instituted administrative components for application, assignments, commitments and guidelines through a revised code of conduct document, introduced a conflict resolution process, refined reporting channels to continuously update volunteer numbers, provided Directors with guidelines and opportunities to assess committee work and assess volunteer opportunities within committees and identify and nurture potential future leaders and succession planning and remove participants would were not able or willing to take on volunteer tasks. The position also created

and launched a Volunteer survey to benchmark the satisfaction level of current chapter volunteers.

The Survey also sought commentary and input on the need, design and interest in a Mentorship Program.

The resulting mentorship input and consultation with Board members have led to the basic design for the Chapter Mentor Exchange. The Mentor Exchange will rely on a member database where participants will complete a profile of skills and expertise, searchable by key word or other factors and their willingness to be available on a reference, consulting or long term basis. The design will enable all chapter members to participate in traditional models of mentorship or reverse models where longstanding members can consult newer, younger members on trends, skills and trade. Much of the Exchange will be dependent on the functionality of the upcoming new website and database capacities however not fully on line. Future plans for the Exchange would encourage at least one in person session with a speaker and / or interactive networking opportunity.

Tis position is rounded out in responsibility as a permanent member of the Nomination and Governance committee under the direction of the Past-President. The responsibilities include the oversight of special projects assigned by the board. This tern saw the incorporation of a workplace harassment assessment and policy and changes to the code of conduct form for all volunteers. Additional tasks include the timely update of job descriptions, call for board applications, interviews and presentation of the new slate of Board members. The DLVM also acts to counsel members of the Board of Directors on past chapter processes, decisions and recommendations for consideration in moving the chapter forward.

Number of Volunteer submissions received September – June - 35

Number of Volunteers placed September to June - 35

Number of overall chapter volunteers - 122 positions – 93 volunteers

## **FINANCE**

### ***Ryan Young, Vice-President***

The 2014-15 fiscal year was a busy one for the Finance committee. We were able to achieve all of our objectives laid out at the beginning of the year which included:

- a. Developing a multi-year spending strategy which addresses the Chapter's growing surplus, all while ensuring the long term financial viability of the Chapter.
- b. Revising the budgetary process to ensure Directors have better control and understanding of their individual budgets. This also included a new streamlined budget template.
- c. Obtaining a Chapter credit card for more efficient payment to our suppliers, who are often MPI members and organizations, and travel rewards accumulation, which will be used to help offset travel expenses to MPI events such as World Education Congress.

The financial statements below show the overall position of the Chapter as of June 30, 2015. However, we also want to highlight some of the planned financial commitments which included a capital expenditure of \$14,000 for a new Chapter website which will be launched in September [Communications budget], increased expenditure on Educational events and speakers [Education and program budget], and a new prospectus and more deliverables for our extremely important Chapter Sponsors [affects numerous budgets]. In the end we finished the year in the red at (\$12,199), however we budgeted for a deficit of (\$57,527), so still well ahead.

We will continue to build off this momentum, and will be announcing some exciting developments during the 2015/16 fiscal year as well.

# AUDITED FINANCIAL STATEMENTS FOR THE YEAR ENDED JUNE 30, 2015

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

FINANCIAL STATEMENTS

JUNE 30, 2015

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PARKER PRINS LEBANO  
**Chartered Professional Accountants**  
Professional Corporation

**INDEPENDENT AUDITORS' REPORT**

To the Members of:  
**MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER**

**Report on the Financial Statements**

We have audited the accompanying financial statements of **MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER**, which comprise the Statement Of Financial Position as at June 30, 2015, and the Statements of Changes In Net Assets, Operations, and Cash Flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

**Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards for not-for-profit organizations and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

**Auditors' Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the organization's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the organization's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

**Basis for Qualified Opinion**

The organization derives revenue from fundraising, the completeness of which is not susceptible of satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the organization and we were not able to determine whether any adjustments might be necessary to revenues, deficiency of revenue over expenses, current assets and net assets.

**Opinion**

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph, the financial statements present fairly, in all material respects, the financial position of **MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER** as at June 30, 2015, and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

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

Ottawa, Ontario  
August 25, 2015

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**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**  
STATEMENT OF FINANCIAL POSITION  
AS AT JUNE 30, 2015

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	<u>2015</u>	<u>2014</u>
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 57,112	\$ 61,945
Guaranteed Investment Certificates - at cost (note 3)	100,840	100,582
Accounts receivable	7,700	18,691
Prepaid expenses	<u>8,538</u>	<u>3,533</u>
	<u>\$ 174,190</u>	<u>\$ 184,751</u>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 16,643	\$ 5,465
Government remittances payable	7,950	7,658
Deferred revenue	<u>1,926</u>	<u>11,758</u>
	<u>26,519</u>	<u>24,881</u>
<b>NET ASSETS</b>		
Unrestricted	<u>147,671</u>	<u>159,870</u>
	<u>\$ 174,190</u>	<u>\$ 184,751</u>

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

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**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**  
STATEMENT OF CHANGES IN NET ASSETS  
FOR THE YEAR ENDED JUNE 30, 2015

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	<u>2015</u>	<u>2014</u>
<b>UNRESTRICTED NET ASSETS</b>		
Balance, beginning of year	\$ 159,870	\$ 191,463
Deficiency of revenue over expenses	<u>(12,199)</u>	<u>(31,593)</u>
Balance, end of year	<u>\$ 147,671</u>	<u>\$ 159,870</u>

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

3

**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**  
STATEMENT OF OPERATIONS  
FOR THE YEAR ENDED JUNE 30, 2015

	2015	2014
<b>REVENUE</b>		
Administration - Labels	\$ 140	\$ 264
Communications	25,572	17,310
Community outreach	150,841	125,112
Education and program	73,896	47,817
Interest	1,642	1,779
Membership	396	5,662
Newsletter	37,459	41,836
Recognition and awards	57,057	59,352
SE Program (NMID)	19,967	19,072
Strategic alliances	-	7,382
	<b>366,970</b>	<b>325,586</b>
<b>EXPENSES</b>		
Board of directors	24,884	28,619
Communications	25,935	10,221
Community outreach	108,442	104,575
Education and program	61,037	50,384
Finance	10,938	10,450
General administration	2,451	1,910
Management fees and expenses	45,121	42,000
Membership	1,910	4,275
Newsletter	38,774	38,934
Recognition and awards	39,665	45,411
SE Program (NMID)	19,219	17,915
Strategic alliance	793	2,485
	<b>379,169</b>	<b>357,179</b>
<b>DEFICIENCY OF REVENUE OVER EXPENSES</b>	<b>\$ (12,199)</b>	<b>\$ (31,593)</b>

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

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**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**  
STATEMENT OF CASH FLOWS  
FOR THE YEAR ENDED JUNE 30, 2015

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	<u>2015</u>	<u>2014</u>
<b>CASH FLOWS (USED FOR) FROM OPERATING ACTIVITIES</b>		
Deficiency of revenue over expenses	\$ (12,199)	\$ (31,593)
Net changes in non-cash items related to operations:		
Accounts receivable	10,991	6,649
Prepaid expenses	(5,005)	(958)
Accounts payable and accrued liabilities	11,178	(567)
Government remittances payable	292	7,658
Deferred revenue	<u>(9,832)</u>	<u>(479)</u>
<b>DECREASE IN CASH AND EQUIVALENTS</b>	<b>(4,575)</b>	<b>(19,290)</b>
<b>CASH AND EQUIVALENTS, BEGINNING OF YEAR</b>	<b><u>162,527</u></b>	<b><u>181,817</u></b>
<b>CASH AND EQUIVALENTS, END OF YEAR</b>	<b><u>\$ 157,952</u></b>	<b><u>\$ 162,527</u></b>
<b>Cash and equivalents is comprised of:</b>		
Cash	\$ 57,112	\$ 61,945
Guaranteed Investment Certificates	<u>100,840</u>	<u>100,582</u>
	<b><u>\$ 157,952</u></b>	<b><u>\$ 162,527</u></b>

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

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# MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

NOTES TO THE FINANCIAL STATEMENTS  
JUNE 30, 2015

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## 1. GENERAL

The organization was incorporated without share capital in 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 fees are recognized in the fiscal year to which they represent.

### 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. During the year, charges for the website re-development were \$14,000.

### 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. GUARANTEED INVESTMENT CERTIFICATES

Excess cash is held in two one-year cashable GICs and is recorded at cost. Both the principal and the earned interest are set to renew automatically at maturity. The fair market value of GICs as at June 30, 2015 is \$100,940.

## 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, 2014.

## 5. COMMITMENTS

The organization has contracted for administration and management services expiring July 31, 2018 with the option to renew for two one-year terms. Future minimum contract payments total \$180,000 and include the following payments over the next four years: 2016 \$55,000; 2017 \$60,000; 2018 \$60,000; 2019 \$5,000.

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**MEETING PROFESSIONALS INTERNATIONAL CANADA -  
OTTAWA CHAPTER**

NOTES TO THE FINANCIAL STATEMENTS (continued)  
JUNE 30, 2015

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**6. COMPARATIVE FIGURES**

Certain comparative figures have been reclassified in order to conform with the current year financial statement presentation.

## ***Strategic Alliances Committee***

### ***Scott Ventresca, Director***

The 2014/2015 fiscal year for Strategic Alliances portfolio was a huge success. With a goal set by the board of \$140, 250 for the year this was reached and surpassed ending the year with \$143,500.

The main focus for the fiscal year was to get in touch with sponsors and listen closely to their needs and requests as it relates to the sponsorship prospectus. The main focus was placed on Audio Visual's needs as they differ from other sponsors. Audio Visual Sponsors for MPI Ottawa events contribute immensely and the In-Kind value is extremely high. It was brought to our attention that the recognition was not valued as much as monetary sponsors. Calls were made and meetings were had between Strategic Alliance and various Audio Visual Companies. After many discussions certain changes were placed into the sponsorship agreements for AV companies. These were presented and approved by the Board and AV companies were very satisfied with the changes made for the upcoming 2015/2016 fiscal year.

Other areas this portfolio focused on were smaller details being added into the existing sponsorship prospectus. Minor tweaks were made throughout the prospectus for this coming year and these changes will benefit all parties involved. A note worth mentioning is the fact that 10% of all monetary sponsors (Platinum and Gold Level's only) will be placed into an Education Committee fund to be used to support our MPI education sessions throughout the year. This will go a long way for the upcoming fiscal year as money will be spent to increase the level of the education events and programs for our membership.

As started a couple of years ago a sponsorship reception was held again this year to thank all of our sponsors big and small for all of their contributions. Each Board member was in attendance alongside all of our sponsors as we thanked them for the funding they provided our Chapter throughout the 2014/2015 fiscal year. Clearly they are the reason we are able to do what we do on a monthly basis.



## COMMUNICATIONS

### *Jennifer McAndrew, Vice-President*

The Vice President of Communications oversees both the Publications and Community Outreach committees. The VP Communications position itself is responsible for the Chapter website, social media, and communications to the membership, as well as external communications with the community and industry at large.

The 2014-15 program year was an exciting time for the Communications/Publications committee. In order to keep our membership engaged we began to explore the specifics of a full upgrade to the Chapter website allowing for increased interactivity and connection to social media. We are excited that we are in the final stages of the development and look forward to presenting the new website to the membership at the start of the next program year.

Because the needs of the chapter continue to change and in order to reflect the growing trends in the meetings industry we wanted to develop a more interactive web version of the Communique. We felt this would give us the ability to share the incredible content that is being produced with a larger audience. After much assessment and discussion we decided to retire the print version of the Communique in favor of an electronic publication, which will also launch this fall. We are very excited about these changes and feel that it will continue to show that MPI Ottawa is a leader in the industry. The publications committee has developed a very strong communication plan for the coming year. This structure will allow us to communicate more frequently and via different platforms. This internal communications strategy will result in providing consistency in format, timing and design for Chapter programs and events.

We are all very aware that social media will continue to have a large impact on our industry. We will continue to investigate and explore what other avenues and application may be a good fit for our Chapter and what we can continue to do to set ourselves apart as true innovators.

## *Community Outreach & Corporate Social Responsibility (CSR) Committee*

### *Riccarda Galioto, Director*

The Community Outreach and Corporate Social Responsibility Committee works with the Chapter and its members to organize fundraising activities for various charities.

### **Who did we support in 2014-2015 and how?**

#### **Rideau Valley Conservation Foundation**

The Rideau Valley Conservation Foundation is a registered charity working to help protect and conserve the lands and waters of the valley of the Rideau River in Eastern Ontario.

The 2014 Golf Tournament took place on August 14th at the Gatineau Golf and Country Club. Under the leadership of Andrea Wagner and Ryan Latimer, the event was a huge success. Golfers enjoyed an afternoon of outstanding golf - shot gun style - along with fun and frivolity provided by event partners on various holes. The event concluded with a casual yet entertaining networking dinner.

The event raised a total of \$2,915.00, which was distributed between the Rideau Valley Conservation Foundation (\$1,480.00) and the Ottawa School Breakfast Program (\$1,435.00)

#### **Ottawa Network for Education, School Breakfast Program**

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

The committee's major project for the year was the MPI Annual Charity Auction and Dinner. The 2014 Auction and Dinner, took place on February 6, 2015 at the Shaw Centre, under the leadership of Allison Collins and Sarah Landry. All the revenue from the auction was allocated to the Ottawa Network for Education, Ottawa School Breakfast Program.

The School Breakfast Program community outreach volunteers, led by Kathleen McGuire and Stephanie Wolkowycki, made ten visits to eight different schools around the city this year. Each visit included between two and five volunteers to assist the dedicated breakfast monitors in preparing and serving the most important meal of the day to children in our community.

A cheque was presented to Carolyn Hunter, Director of the Ottawa School Breakfast Program, at MPI Ottawa's June event in the amount of \$26,971.10. The funds were raised through the monthly 50/50 draws, the 2014 golf tournament and the February Auction Dinner.

### **The Ottawa Food Bank**

The Ottawa Food Bank was founded in the basement of the former police station on Waller Street in 1984. Originally intended to be temporary in nature, the Ottawa Food Bank has grown to become a staple food relief organization in the Region. Today, it supports 140 emergency food programs that feed approximately 50,000 people per month – 37 per cent of whom are children.

Under the leadership of Kathryn Cyr, the Food Bank community outreach volunteers visited the Food Bank warehouse over the course of the year, sorting hundreds of pounds of food to restock the shelves.

Committee and membership volunteers served a BBQ lunch on June 6th, 2014 to over 1,000 guests on the lawn of Ottawa City Hall as part of Food Aid Day

In addition to sorting food at the warehouse, the MPI Ottawa Minions participated in the 3rd Annual Food Sort Challenge. A high energy and spirited team building event, that took place on October 14th, 2014. The MPI Ottawa Minions raised \$987.50 to help fight hunger in our community, through direct online donations and the chapter fundraising.

The December 11th, 2014 festive lunch was a registered food drive for the Ottawa Food Bank, where by the committee encourages MPI members to bring food donations to the event and tape-a-toonie to the top.

The event raised a total of \$612.10 though cash donations and the 50.50 draw and collected 600 pounds of food for the Ottawa Food Bank.

### **The Snowsuit Fund**

The Snowsuit Fund is an Ottawa- based registered charity that raises funds for the purchase and distribution of snowsuits to needy children, 15 years and under, in our community. In the 2014 season, the fund distributed 16,469 new snowsuits. They have managed to meet the challenge of keeping underprivileged kids warm during our cold winters.

Committee members, under the leadership of Stephanie Wolkowycki, volunteered at the warehouse to assist with distributing snowsuits. Through a 50.50 draw the chapter raised \$40.00 for the Snowsuit Fund.

### **The Kiwanis Club of Ottawa: Christmas Basket Program**

The community outreach volunteers, created 7 teams of two members each to help the Kiwanis Club of Ottawa deliver Christmas Baskets to 154 families in need on December 20, 2014.

### **The Kiwanis Club of Ottawa: Reading is Fundamental Program**

Starting in 1997, a pilot project at Connaught Public School Program was designed to encourage and promote literacy in children ages four and five from families where English or French is not spoken at home. Volunteers read to these children from age and content appropriate books each week. At the end of the school year, the children may choose one of the

books to keep.

The MPI Ottawa Chapter raised \$443.00 to help support the program and purchase of books for the children.

### **Community Outreach Committee**

The MPI Ottawa Chapter Community Outreach and Corporate Social Responsibility Committee is an outstanding, hard-working, dedicated group of individuals who work as a team to accomplish great things. They are ambassadors not only for MPI Ottawa, but for our industry as a whole. Thank You!

Riccarda Galioto – AMMI Canada (Director)

Julie Berube – Casino du Lac Leamy et Casino de Mont-Tremblant

Peggi Birch – Peggi Birch Plans

Lydia Blanchard – NAV Centre

Allison Collins – Sheraton Vancouver Wall Centre

Melanie Corbin – Four Points Sheraton Gatineau-Ottawa and Courtyard by Marriott Downtown

Kathryn Cyr – Kathryn Cyr & Associates

Andrea Fernandes – Canadian Museum of Nature

Allison Garrod – National Judicial Institute

Cindy Gascon – Fairmont Le Chateau Montebello

Patricia Gougeon – Canadian Construction Association

Rose-Marie Guerra – Justice Canada

Brian Henry – Quality Entertainment

Lisa Holmes – HRSDC

Andrew Horsfield – Lord Elgin Hotel

Alison Hunter – Hilton Garden Inn Ottawa Airport

Patrick Kilvert - Les Suites Hotel, Ottawa

Sarah Landry – The Ottawa Hospital Foundation

Ryan Latimer – Scotiabank Convention Centre

Lisa Levia – National Arts Centre

Kristina McNamara – Fairmont Chateau Laurier

Rebecca Narr– Residence Inn by Marriott Ottawa Downtown

Liette Philippe – Liette P Meeting Planning Services

Kathleen McGuire – Conference Board of Canada

Chantal Montpetit – Canadian Construction Association

Chantal Mercier – Natural Sciences and Engineering Research Council of Canada

Andrea Pinsent-Martineau – Canadian Association of Schools of Nursing

Norm Reid – FrischkornMEDIACO

Renee Vanderkuip – National Aboriginal Health Organization

Andrea Wagner – Health Canada

### ***Publications Committee***

#### ***Lydia Blanchard, Director***

For the 2014/2015 year, the Publications Committee was responsible for producing nine issues of the Communique newsletter. The mandate of the Communique was to provide event promotion and coverage, news, advertising, member announcements, and articles of interest in service to our membership as a way to inform, promote and instruct. The Publications Committee also manages the Chapter's three social media channels designed to promote community and encourage engagement.

#### **2014/2015 Highlights/Accomplishments:**

- We have successfully published the final nine printed issues of Communique ranging in length from 16-28 pages each, reporting on all MPI Ottawa events, as well as featuring stories of events planned by Chapter members, great educational content, and coverage of industry highlights.
- We continued to increase engagement and reach (followers, members, likes, shares, etc.) on the Chapter's social media accounts (Facebook Page, Facebook Group, LinkedIn Group, and Twitter Account) via a variety of pictures, announcements, industry related articles, and MPI related promotions.
- We fulfilled all advertising obligations for Gold, Platinum, and Diamond event sponsors.
- We worked with Applecrate Inc. for advertising sales, as well as the design/printing of the newsletter and directory.
- We worked with Denis Drever Photography to ensure professional quality event coverage, and developed a guide for how to utilize Chapter photos throughout social media, on the Chapter website, and in any external marketing related initiatives.
- We successfully maintained, and continued to develop an engaged committee, including proof-readers, feature writers, event coverage reporters, and a lead for each social media outlet.
- We worked with the Chapter's student liaison to increase engagement and learning for the Chapter's student members through a feature article in every issue of the newsletter.
- We created a marketing calendar for 2015/2016 that includes dates for emails, online content posts and social media outputs with content overview.
- We have implemented and communicated the change in the Chapter's communications formatting from the printed Communique to the new online content format for 2015/2016 onwards. The final printed issue of Communique was the June 2015 edition.
- We are in the process of developing a strategy and vision for the new online communications format with the goal of it being interactive and engaging. (i.e. Easy to share on social media, video content, and thought-provoking articles with place for members to comment and interact.)
- We are working on creating a new set of standard operating procedures for each role on the Publications Committee as we develop the new way of doing things for the change in the communications format.

#### **2014/2015 Publications Committee Members:**

Jennifer McAndrew – Mastermind Events Inc. (VP, Communications)

Lydia Blanchard – NAV CENTRE (Director, Publications)

Doreen Ashton-Wagner – Greenfield Services Inc.

Cynthia Beaudin – Canada Foundation for Innovation

Julie Begbie, CMP – National Judicial Institute

Jean-Guy Brunet – Applecrate Inc.

Nicole Burchat, CMP – Conference Board of Canada

Vladimir Gorodkov – Wine Extreme/Wines of South Africa

Andrew Horsfield – Lord Elgin Hotel

Melanie Hudson – National Association of Federal Retirees

Rozanne Lyons, CMP – Intertask Conferences

John-Michael Maharaj – Allante Airport Transportation Services

Janette Rached, CMP – Certified Event Manager

Monique Racine – Universities Canada

Alicia Roachford Brathwaite – Brafford Media & Technologies Group Inc.

## EDUCATION

### *Dianne Dodds, CMP, Vice-President*

The Vice-President of Education is responsible for two committees: Program and Education (P&E) and Strategic Education.

In 2014/15 both committees excelled at providing quality education and networking events for our members. Under the leadership of Co-Directors Brendan St. Jacques and Alyssa Bignell, the P&E Committee produced and delivered five innovative, high-quality education workshops and enhanced the complimentary Lunch & Learn Series, offering in total over 18 clock hours/CE credits. The committee also produced four engaging networking events, including a new “Taste and Network” social, and continued to offer opportunities to our members to experience and showcase new venues. In addition to raising the bar and delivering another exceptional National Meetings Industry Day, Director of Strategic Education Sandra Leslie organized a successful study group to bring together local meeting professionals to help them achieve the CMP designation, and established a new CMP sub-committee. Details of the P&E and Strategic Education Committee’s accomplishments in 2014/15 are below.

I would like to thank Brendan, Alyssa and Sandra for their dedication and enthusiasm in sharing their time and expertise with the chapter, wish Alyssa and Sandra well as they continue with the Education portfolio (Alyssa in a new role of VP, Education), and welcome Patrick Kilvert, who joins the Education team as Director, Education Events.

### *Program and Education Committee*

#### *Alyssa Bignell & Brendan St. Jacques, Co-Directors*

##### 1. Education:

- a. Create standardized post-event surveys with a relevant question bank for all events. **Surveys have been standardized and the education team will work towards garnering more value from the questions asked by researching survey best practices and working with MPI head office to develop more effective event surveys.**
- b. Investigate the opportunity to share speakers and expertise with MPI chapters and/or other organizations. **MPI continues to work with other MPI chapters and other industry associations to determine collaborative educational opportunities. Each opportunity is assessed by the MPI Ottawa Board.**
- c. Investigate the idea of an “Industry Beginner” education content database that would include webinars on industry topics, allowing for yearly programs to be more focused. **The education team did not identify this as a priority to implement for the 2015-2016 year.**
- d. Implement grading program for marketing of education events (content is novice, intermediate, advanced, all). **The education team is working with the communications team to design and develop icons for marketing education events in addition to other chapter events.**
- e. Implement education events with different styles/approaches, learning methodologies and formats. **In the 2015-2016 year MPI Ottawa saw new room layouts (peninsula stage), new presentation formats (TED-style) and both beginner level content as well as advanced educational content. MPI**

**Ottawa will be continuing to experiment with new formats and styles in the design of our educational content in the 2015-2016 year.**

- f. Develop a list of seasoned members to be used as resource (consultation on program content, workshop speakers, etc.). **We have chosen to move in the direction of offering more soft skill and business skill education for our experienced industry members.**
- g. Investigate having separate education streams for planners and suppliers during sessions, then bringing together for lunch. **We have investigated the feasibility and are looking for the right program to implement this strategy in 2015-2016.**
- h. Plan and introduce two new, informal networking events geared towards utilizing restaurant members. **These events were planned for October and April of this past year. The October event received excellent feedback from both the host restaurant and the attending members. Unfortunately, the April dates did not attract enough registration to move forward with the event. We will be moving forward with one of these networking events in fall 2015 based on the success of the October 2014 event.**
- i. Use more non-traditional marketing strategies and multi-media/social media options to promote events. Consider developing standard verbal event teaser. **The event committees have worked closely with the communications committee to promote events on both Twitter and Facebook. After the success of the NMID 2015 promotion video, the education committee will work with the communications committee to design more multi-media promotional materials.**
- j. Qualitative evaluation of the chapter's monthly programs through dialogue with senior members to determine changes to be made for 2015-2016 program year. **Both board members and experienced members/volunteers were consulted in the development of the 2015-2016 chapter events.**

### ***Strategic Education Committee***

***Sandra Leslie, CMP-HC, Director***

#### **CMP Subcommittee**

This is a brand new committee whose aim is to promote the CMP program as a whole.

#### **Highlights/Accomplishments**

The subcommittee held its first meeting and first on the list was to review the study group format and a survey has been prepared to send out to the membership.

The Chapter purchased one of the new recommended study books for the exam and will be purchasing the second new book to be used by the study group leader in preparation for the exam.

CMP's (chapter members) were acknowledged and rewarded with a CMP pin at the NMID

evening, that we hope they will all wear proudly to future events.

The members of this subcommittee are:

Sandra Leslie, CMP-HC  
Nathalie Tremblay, CMP (and has accepted to again be the study group leader)  
Karen Norris, CMP  
Diane Fowles, CMP  
Ana Vallejos, CMP

### **NMID Subcommittee**

The committee is responsible for the successful planning and implantation of National Meetings Industry Day as well as the presentation of the Chapter's Influence Award

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

- To define and shape the meetings and events profession
- To help raise the profile of the meetings industry and the benefits it generates for communities and institutions across Canada
- To provide a networking opportunity to learn about and celebrate the role we, as members of the industry play in that regard
- To educate chapter industry leaders and enable them to discuss the economic impact of meetings in their region with people who are outside of the industry
- Influence Award
- The objective of the influence award is to celebrate and recognize people or organizations outside the direct industry which have supported the development of meetings and conventions or the development of policy and programs impacting the industry. This award gives the Chapter an opportunity to recognize the accomplishments of those contributing to the meetings sector and strengthens relationships with external supporters.

Each chapter recognized one person or organization in their community who has made a difference to the meetings industry but may not be actively involved in it. These awards are announced nationally and presented at the individual NMID sessions as part of the overall program.

### **Highlights/Accomplishments**

The Ottawa Chapter celebrated National Meetings Industry Day on April 17th at the beautiful Canadian Museum of Nature. We welcomed 120 industry members from across Canada to this

The Game show part of the evening event consisted of questions all related to the meetings industry and the contestants buzzed in with their answers. In the end, the reviews were really outstanding and attendees appreciated the unique and entertaining delivery. Our goal was to keep pushing the envelope and to try and deliver an educational event that people left saying "wow- that was great fun, and I learnt something too". And if just one person uses one of the elements that we incorporated in the evening for one of their own events or clients, then we will have succeeded.

The Ottawa Chapter Influence Award was presented to The National Arts Centre and Nelson

Borges, General Manager, accepted the award on behalf of the NAC. The NAC has just announced a multi-million dollar renovation and expansion that will increase the size and desirability of their meeting space. This commitment to meetings, along with their ongoing theatrical productions, help to make Ottawa an even more attractive host to meetings of all sizes and it is for these reasons we felt they deserved the award for 2015.

The members of this subcommittee are:

- Desmond Lomas
- Andrew Horsefield
- Francine St-Martin
- Francois Brunet
- Jessie Pierre
- Karen Wiersma
- Lisa Holmes
- Marie-Louise Doyle (has accepted to be the lead planner on the 2016 event)



## **MEMBERSHIP**

### ***Chantal Beaupre, Vice-President***

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

### ***Membership Committee***

The two most important tasks for the Membership Committee are to retain existing members by providing value for membership and to recruit new members by showing the benefits of membership. To that end, the committee undertakes a number of assignments and tasks throughout the year.

#### **HIGHLIGHTS / ACCOMPLISHMENTS**

This year, we re-introduced the MPI Ottawa Ambassador program. The Ambassador program matches new and/or less-active members with long-time and/or more-active members at MPI Ottawa events. The goal of this initiative is to develop relationships among our peer groups and to encourage more members to join in the many networking opportunities that are available throughout the MPI Ottawa calendar year. In conjunction with the Ambassador program, the membership committee continues to call new members and first time attendees in advance of events. These guests have a 'first-timers' ribbon on their badge at events to identify them and encourage people to welcome them. These initiatives were led by Nathalie Tremblay and Barb Outschoorn.

In addition, this past year the Membership committee has:

- continued to expand the very important relationship with Ottawa/Gatineau based students in our industry. The student liaison for MPI Ottawa is Louise Gervais, a long-time MPI member, former President and well-respected mentor. Louise has worked tirelessly over the past few years to welcome students into the MPI Ottawa family and this year she has created a student sub-committee to further student participation. Louise also regularly contributes articles for *Communique* under the section entitled "The Students' Corner". Students are engaged in volunteer opportunities within the chapter including at the Tete-a-Tete tradeshow in the MPI booth.
- cultivated the MPI Bucks program under the leadership of Martha Tobin. Martha has worked hard to create awareness and familiarity about MPI Ottawa's very own volunteer reward program. All volunteers (with the exception of Board Members) are eligible (via random draws at monthly events) to receive \$50 MPI Bucks. MPI Bucks is a gift certificate that can be used at any participating MPI Ottawa Chapter members' organization, towards an MPI Ottawa event, towards the registration for another MPI Chapter or MPI Global event or towards the renewal of an MPI membership. MPI Bucks winners are announced in the *Communique*.
- worked diligently under the leadership of Maryse Morin to keep in contact with members, identifying trends in membership renewals and cancellations. Membership numbers have grown from 305 in June 2014 to 309 members in mid-July, 2015. We are on the winning side of the current trend in Canada and internationally, which indicates a decline in overall membership. The main reasons identified have been changing jobs (often outside of the meetings industry) as well as economic reasons such as limited training and development budgets. We will focus

on recruiting and maintaining current members in 2015/16.

- continued to represent MPI Ottawa at the Travel Trade Show in October 2014 and the Tete-a-Tete tradeshow in February 2015 with the support and volunteer time from the entire membership committee as well as the student sub-committee.

- produced the 2014/2015 MPI Ottawa Membership Directory under the guidance of Greg Plazek. We have had the pleasure of working with Jean-Guy Brunet of Applecrate, for the Advertising Sales and Production/Printing of the directory for the past few years. Jean-Guy remains a valuable source of advice and direction through the process of printing the directory.

We are looking forward to some big transformations in the coming year as the reorganized MPI Ottawa board structure comes into effect. We will welcome two new faces to the Board, Karen Norris as the Director of Member Care and Nicole Jeffrey as Director of Member Programming. While not a new face to the Board, but in a new position, we will also be welcoming Scott Ventresca as the Director of Recognition and Awards. We are confident that this renewed and rejuvenated committee will bring forth some great ideas and initiatives to benefit the entire membership for years to come.

Sincere thanks to the members of the committee for all their work this past year.

Membership Committee:

Chantel Beaupre  
Say Something Communications Inc.

Louise Gervais  
Royal College of Physicians & Surgeons of Canada

Maryse Morin  
Hilton Lac Leamy

Karen Norris  
Coaching Association of Canada

Barbara Outschoorn  
Direct Energy Centre / Allstream Centre

Greg Plazek  
Westin Bayshore, Vancouver

Martha Tobin  
Accolade Promotion Group

Nathalie Tremblay  
Crowne Plaza Gatineau

Kimberly Wilson  
Novotel Hotel

## **Recognition and Awards Committee**

***Diane Fowles, CMP, Director***

The Recognition and Awards Committee is responsible for organizing the annual awards event which was held on May 7, 2015 at the Hilton Lac-Leamy. The committee is also responsible for the MPI Ottawa chapter nominations process.

This year a subcommittee reviewed the criteria and purpose for each of the MPI Ottawa awards and proposed changes to the eligibility requirements and awards. Changes were accepted by the MPI board. As there was often an overlap in qualified nominees and typically a low number of nominees for the Rising Star and Student awards in recent years, the decision was made to combine the two into one award, The Rising Star award. Criteria was changed accordingly for this award and updated for other awards. In addition, the MPI Foundation approached Canadian chapters to award the new SOAR award. Criteria for this award is very similar to the MPI Ottawa Volunteer of the Year award, and a decision was made to only award the SOAR award. The Volunteer of the Year will be awarded in years when the SOAR award is not presented by the Foundation.

To encourage more nominations, articles were published in the Communique to try to educate members on the nomination process and importance of nominating. The weekly emails, e-blasts, Facebook and Twitter were used to encourage nominations as well. The MPI Ottawa chapter awards nomination form was revised and simplified to encourage more nominations. Also a new, easier system was used for the nomination process itself. A total of 38 nomination forms were received and we recognized 27 nominees (some duplicates for the same nominees were received) for the 5 awards plus the Honourary member award.

The Committee continued with goals previously set to ensure the nominees and award recipients' achievements were well celebrated, and the gala evening itself was well attended and well received. The Awards Committee started planning the Gala in September with regular monthly and then bimonthly meetings thereafter. Our Committee did a fantastic job working together to put together this year's awards gala. The theme for this year's gala was Mardi Gras. This year's Awards Gala was a great success and the comments from the survey were very positive.

Scott Ventresca will take over as Director Awards and Recognition. I know he has some great ideas going forward for recognition of our members and we look forward to next year.

### **1. Recognition for the nominees**

Each nominee received an MPI Bucks certificate valued at \$50.00, valid until June 30, 2016. All award recipients received an additional \$250.00 in MPI Bucks. The names of award nominees were published in the April Communique and the names of the award recipients were published in the June/July Communique.

### **2. Nominations**

The team promoted the nomination process through the MPI Ottawa Communiqué, e-blasts sent to the membership, Facebook, Twitter and posting on the MPI Ottawa website encouraging everyone to nominate. The efforts proved successful as we received a total of 38 nomination forms for the five awards, including nominations for the honourary membership.

All of the award categories received a minimum of four nominations each, and after difficult deliberations by the Executive Committee, the recipients in each category were chosen. The President's award recipient was selected by Jennifer Holly.

Sincere congratulations to all the award nominees and recipients for their well-deserved recognition.

This year's recipients were:

**Mentor of the Year:** Doreen Ashton Wagner, Greenfield Services Inc.

**Planner of the Year:** Lira Buschman, CMP, Union of Canadian Transportation Employees

**Rising Star of the Year:** Patrick Kilvert, Les Suites Hotel, Ottawa

**SOAR Award (MPI Foundation):** Maryse Morin, Hilton Lac-Leamy

**Supplier of the Year:** Joanne St-Pierre, Niagara Falls Tourism

**Honourary Member:** Jacques Drury, CMP

**President's Award:** Darlene Kelly-Stewart, Stonehouse Sales & Marketing Services

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

With the assistance of the Strategic Alliances Committee, the Gala Committee achieved their budgeted sponsorship revenues.

**Thank you to our fantastic sponsors.**

**Platinum Partner:** Tourism Toronto

**Host Venue:** Hilton Lac-Leamy

**Gold Partners:** Edmonton Tourism, Tourism Saskatoon, Tourism Winnipeg, Outaouais Tourism/Hilton Lac-Leamy

**Silver Partners:** Meetings & Conventions Calgary, Quebec City Business Destination, Scotiabank Convention Centre, Tourism London

**In-Kind Gold:** Freeman Audio Visual

**In-Kind Silver:** Mastermind Event Rentals

**In-Kind Bronze:** Hilton Worldwide

**Diamond Educational Partner:** Ottawa Tourism/Shaw Centre

**Media Partner:** Meetings & Incentive Travel

### **4. Ticket sales and Financials**

This year ticket prices were lowered to encourage attendance however the number of attendees dropped. Competing industry events, budgets, etc., were some of the reasons for lower attendance. A total of 271 MPI Ottawa Chapter members and guests purchased tickets for the event. In terms of profitability, preliminary indicators show that even with lower attendance the gala remained well within budget.

A big thank you to the Recognition and Awards committee for a job well done.

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

Diane Fowles (Director / Chair), Events by Diane

Dora Dalietos (Co-chair), Vis-à-Vis Events Inc.

Lira Bushman, CMP, Union of Canadian Transportation Employees

Jill Garner, Sheraton Ottawa Hotel

Meg LaPlante, Kanata Golf & Country Club

Richard McCoy, 123 Roses Inc.

Maryse Morin, Hilton Lac-Leamy

Carole Morissette, Delta Ottawa City Centre

Norm Reid, FrischkornMEDIACO

Scott Ventresca, Tourism Toronto

# THE 2014 ANNUAL GENERAL MEETING

## MINUTES OF THE 2013 ANNUAL GENERAL MEETING

Thursday, September 11<sup>th</sup>, 2014

17:30 – 18:00

The Westin Hotel, Ottawa ON

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

Rosemary Ashlie, Doreen Ashton Wagner, Sandra Leslie, Christina Amos, David Baldin, Cynthia Beaudin, Nicole Bechkos, Bathseba Belai, Alyssa Bignell, Stacy Blacquiére, Lianne Bourassa, Francois Brunet, Bonnie Burgess-Young, Lira Buschman, Allison Collins, Michele Comeau, Ashley Craven, Dora Dalietos, Lindsay DenBoer, Margaret Dennis, Pamela DiNardo, Dan Donaldson, Marie-Louise Doyle, Jacques Drury, David Dugas, Andrea Fernandes, Diane Fowles, Sharon Fryer, Marion Fuller, Riccarda Galioto, Jill Garner, Cindy Gascon, Louise Gervais, Mary-Frances Gingras, Bryan Glube, Rowland Gordon, Dawn Graham, Pamela Grieve, Dawn Guindon, Diana Helferty, Brian Henry, Katherine Herbert, Jennifer Holly, Lisa Holmes, Andrew Horsfield, Florence Houlahan, Alison Hunter, Mariam Jama, Angela Jefferies, Nicole Jeffrey, Darlene Kelly-Stewart, Patrick Kilvert, Sarah Landry, Marc Philip Laperrière, Ryan Latimer, Heather Lockwood, Desmond Lomas, Kim MacDonald, Janet Maslin, Richard McCoy, Diane Mongrain, Maryse Morin, Carole Morissette, Kim Morissette, Karen Norris, Barb Outschoorn, Jessie Pierre, KP Proulx, Janette Rached, Norman Reid, Kassaundra Richards, Genevieve Rochon, Carole Saad, Chuck Schouwerwou, Marvin Self, Brendan St. Jacques, Francine St-Martin, Joanne St-Pierre, Cara Strong, Marie-Chantal Thibault, Martha Tobin, Rebecca Trafford, Nathalie Tremblay, Marianne Trotier, David Tubbe, Claudia Urrutia, Rosemary Vaughan, Scott Ventresca, Rebecca Vorsatz, Andrea Wagner, Kimberly Wilson, Stephanie Wolkowycki, Simon Wood, Ryan Young

1. CALL TO ORDER: Jennifer Holly, President, called the meeting to order at 17:34. The Immediate Past-President was then called to the podium to Chair the proceedings.
2. ESTABLISHMENT OF QUORUM: Marie-Louise Doyle, Immediate Past-President, called upon Lindsay Den Boer, Chapter Secretariat, to determine if a quorum was present. The Secretariat indicated that a quorum existed.
3. ACCEPTANCE OF THE AGENDA: It was moved by Darlene Kelly-Stewart and seconded by Diane Fowles to accept the agenda as circulated. Carried.
4. APPROVAL OF THE 2013 ANNUAL GENERAL MEETING MINUTES: It was moved by Riccarda Gailoto and seconded by Francois Brunet to approve the minutes of the 2013 Annual General Meeting. Carried.
5. AUDITED FINANCIAL STATEMENTS: Ryan Young, Vice President of Finance, moved to dispense with the reading of the 2013-2014 financial statements of MPI Ottawa and the Auditors' Report thereon for the period ending June 30th 2014, prepared and signed by the accounting firm Nephin Winter & Bingley, and to accept them as circulated. It was seconded by Martha Tobin. Ryan spoke to the motion and presented a summarized state of the Chapter's finances for the general membership. A vote was then called and the motion carried.
6. PRESENTATION OF THE ANNUAL REPORT: It was moved by Lira Buschman and seconded by Louise Gervais to accept the 2013-2014 Annual Report as circulated. Marie-Louise Doyle spoke to the motion and presented a summary of the Chapter's activities for the year to the assembly. A vote was then called and the motion carried. The President was then called to the podium to Chair the remainder of the proceedings.
7. APPOINTMENT OF THE AUDITOR: It was moved by Martha Tobin and seconded by Ryan Young to approve the appointment of an auditor by the Board of Directors for the 2014-2015 and 2015-2016 fiscal years. Carried.

8. NFP ACT COMPLIANCE: The assembly was notified that the Board of Directors has been completing the process to ensure the Chapter's continued not-for-profit status under Corporation Canada's new Not-for-Profit Act. An overview of the process and proposed changes to the Chapter's bylaws was presented by Ryan Young, VP Finance. A special resolution was moved by Ryan Young and seconded by Alyssa Bignell that:

- The directors of the Corporation be authorized and directed to make an application under Section 297 of the NFP Act to the Director appointed under the NFP Act for a Certificate of Continuance of the Corporation.
- The Articles of Continuance (transition) of the Corporation, which have been submitted to this meeting and are annexed to these minutes as Schedule A, be approved.
- Any one of the officers and directors of the Corporation be authorized to take all such actions and execute and deliver all such documentation, including the annexed Articles of Continuance (transition) and the notice of registered office and of directors in the forms fixed by the Director, which are necessary or desirable for the implementation of this resolution.

A vote was called and the motion carried.

9. ADJOURNMENT: It was moved by Andrew Horsfield and seconded by Kim Wilson to adjourn the meeting. Carried. Meeting adjourned at 18:03.

## LEGACY OF DEDICATION

### Past Presidents' Honour Roll (1984-2014)

1984-1985	Robert (Bob) Davis
1985-1986	Linda Teteruk
1986-1987	W.G. (Bill) Corcoran
1987-1988	Joy MacPherson
1988-1990	Nola Wade, CAE (deceased)
1990-1991	Susanne Fletcher
1991-1992	Anna Lee Chabot, CMP
1992-1993	Sharyon F. Smith
1993-1994	Joan Rondeau (deceased)
1994-1995	Patti Mordasewicz, CMP
1995-1996	Una Folkson Singh, CMM
1996-1997	Mariann Canning
1997-1998	Janet Finlayson, CMP
1998-1999	Mary-Lynn Campbell
1999-2000	Cynthia Connelly, CMP
2000	Michelle Gravelle, CMP
2000-2002	Ellyn Holzman, CMP
2002-2003	Chuck Schouwerwou, CMP
2003-2004	Louise Gervais, CMP
2004-2005	Ann Dow
2005-2006	Jacques Drury, CMP
2006-2007	Doreen Ashton Wagner
2007-2008	Darlene Kelly-Stewart
2008-2009	François Brunet
2009-2010	Marye Ménard-Bos, CMP, CMM
2010-2011	Carole Saad, CMP
2011-2012	Markus Fisher
2012-2013	Lira Buschman, CMP
2013-2014	Marie-Louise Doyle