



OTTAWA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

2008-2009 Annual Report

Presented at the
Annual General Meeting
June 10, 2009

Table of Contents

The 2008-2009 MPI Ottawa Chapter Business Plan & Chapter Dashboard Metric	3
2008-2009 BOARD OF DIRECTORS.....	4
PRESIDENT'S MESSAGE.....	5
PRESIDENT ELECT'S MESSAGE.....	6
IMMEDIATE PAST PRESIDENT'S REPORT.....	7
FINANCE.....	9
Audited Financial Statements.....	9
Strategic Alliances Committee.....	10
COMMUNICATIONS.....	10
Community Outreach Committee.....	11
Publications Committee.....	12
Public Relations	13
Chapter Website.....	13
EDUCATION.....	13
Monthly Programs.....	14
Education and Professional Development Committee.....	15
MEMBERSHIP.....	15
Membership Committee.....	16
Recognition and Awards Committee.....	17
MINUTES OF THE 2008 ANNUAL GENERAL MEETING.....	20
LEGACY OF DEDICATION.....	23

The 2008-2009 MPI Ottawa Chapter Business Plan & Chapter Dashboard Metric

Vision

Build a rich global meeting industry community

Mission

Make our members successful by building connections to:

- Knowledge/Ideas
- Relationships
- Marketplaces

MPI International Strategic Imperatives

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

Re-Imagine our business relationship with chapters - Invest in chapters to create channel partnerships around community results

Elevate the Member Conversation and Experience - Elevate programs and services to a higher level of experience and business return

Build a Great Organization - Create a remarkable culture and structure

Chapter Business Metrics Summary

1. Net Member Growth

- Percentage growth year-over-year

2. Membership Satisfaction

- Percentage increase on annual member care survey (conducted by MPI HQ) results
- Percentage completion
- Percentage increase on chapter member survey/needs assessment (if applicable)

3. Engagement/Participation

- Increase in chapter program participation
- Increase in web traffic
- Increase in number of volunteers
- Etc.

4. Chapter Financial Management

- Adhere to chapter budget +/- 5%
- Annual Revenue Growth

$$\text{Revenue Growth} = \frac{\text{Chapter Revenue} - \text{MPI Rebates} - \text{Grants}}{\text{Year-End Membership}}$$

2008-2009 Board of Directors

Executive Committee

President	François Brunet <i>D.E. Systems Inc.</i>
President Elect	Marye Ménard- Bos, CMP, CMM <i>Savoir Flair Communications and Events</i>
Immediate Past President	Darlene Kelly-Stewart <i>Stonehouse Sales & Marketing Services</i>
Vice-President, Administration	Debbie Ross, CMP <i>Canadian Nurses Association</i>
Vice-President, Communications	Lesley Mackay <i>Delta Hotels, National Sales Office</i>
Vice-President, Education	Michelle Shortall, CMP <i>Canadian Police Sector Council</i>
Vice-President, Finance	Suzanne Despatie, CMP, CMM, CAE, <i>Réseau Ontario (2008- March 2009)</i> Patricia Pearson, CMP <i>Brent Moore & Associates (March 2009 – June 2009)</i>
Vice-President, Membership	Kimberly Wilson <i>Chimo Hotel</i>

Directors

Director of Community Outreach	Rozanne Lyons, CMP <i>Intertask Conferences</i>
Director of Education and Professional Development	Lira Buschman, CMP <i>Union of Canadian Transportation Employees</i>
Director of Monthly Programs	Lori Wagner <i>Porter Airlines</i>
Director of Publications	Jacqueline Boyer <i>American Express, Corporate Meeting Solutions</i>
Director of Recognition and Awards	Margaret Dennis, CMP, <i>Capital DMC (2008)</i> Carole Saad, CMP, <i>Festivex Special Events (2009)</i>
Director of Strategic Alliances	Lisa Sharman <i>Brookstreet Hotel</i>
Director of Strategic Education	Rosemary Vaughan <i>Ottawa Dragon Boat Race Festival</i>

President's Message

Dear MPI Ottawa Members:

MPI Ottawa has a strong foundation built on individuals who are passionate about the industry and dedicated to their profession. I was fortunate in my term as President to experience first hand this sense of engagement, whether it was at a Board meeting, networking event or an education session, you quickly became captivated and engaged by this energy.

In many ways, this past year was challenging. No one expected the economic downturn, let alone the impact it would have on our industry. MPI responded to these challenges and provided services to our members to reflect the changing landscape and membership requirements. None of this can happen without the creativity, intelligence and passion of our people. This includes our board of directors, committees and volunteers. More importantly our members have taken advantage of what MPI has to offer in pursuit of their professional development, peer support and business to business relationships.

MPI Ottawa has achieved remarkable success in many areas. This can be attributed, to a large extent, to the membership and volunteer relationships. We remain resilient by continually listening and responding to the voices of our members. New programs were introduced and changes to existing programs were made. We addressed what works and what does not in our goal to improve how we service the Ottawa Chapter.

Our membership is growing even under today's economic pressures. This is encouraging but also poses challenges in maintaining and enhancing the member chapter experience. We are fortunate our Chapter is financially sound. This allows us to reinvest in our education programs as well as support the MPI Foundation. All initiatives provide return on investment for our members. We also have a strong student population and relationship with local colleges. These are the building blocks to the future generation of the Chapter's growth and development.

Looking ahead, we have assembled a great team who are energetic and ambitious. I look forward to my new role as Past President as we continue this journey and progression into 2010.

François Brunet
President
2008-2009

President Elect's Message

Dear MPI Ottawa Members:

My goal, during my year as President Elect, was to listen and learn, because I feel I face a unique challenge as I move into my new role as President on July 1, 2009. Your current President, François Brunet, and the remarkable members of the 2008-2009 MPI Board of Directors have done an outstanding job of managing a great “brand” for its members – that is, for all of you. I am now responsible, along with Board colleagues, for building on this very solid foundation.

I had the privilege of attending several MPI events. In August, I attended the Canadian Leadership University – where all the Canadian chapters are represented and where we began the task of defining our objectives, setting goals and laying the groundwork for national initiatives such as National Meetings Industry Day. It was beneficial to forge alliances and establish contacts with our counterparts from the other seven chapters and to discover what works and what doesn't. After all...why reinvent the wheel? I can attest that Canada has eight vibrant chapters and we are fortunate to have such strong and innovative co-leaders from coast to coast to coast. I am also proud to report that we certainly hold our own!

At the Professional Education Conference in Atlanta, I had the opportunity to take part in several plenaries and breakout sessions, where I'd like to think I maintained my momentum in acquiring the tools and knowledge necessary to help us all face an array of industry challenges in the months and years ahead.

Technology, Corporate Social Responsibility (CSR), the economy, best practices for both suppliers and planners, sales and marketing, establishing connections, professional development, leadership – these have been, and will continue to be – issues and topics of importance to our members. We've had a full year and it's full steam ahead for 2009-2010.

The meetings and events sector is resilient and focused in its resolve to thrive despite setbacks, and I consider myself fortunate to be involved in shaping the industry's future, with all of you. I am so looking forward to this new adventure! Allow me to thank you in advance for your active support in our endeavours.

Marye Ménard-Bos
President Elect
2008-2009

Immediate Past President's Report

As Immediate Past President, I had the honour and pleasure to chair the Nominating Committee, and again this year, the committee successfully completed the submission of the slate of officers to MPI Headquarters by the deadline of April 1. This year we have introduced new responsibilities and oversight within the position of Director of Public Relations and Corporate Social Responsibility. This new alignment is to assist the Chapter in the area of Corporate Social Responsibility and communicating this evolving focus from MPI Headquarters to Chapter members and the greater community. We will also be introducing some additional support for key positions on the executive with the VP Administration and the VP Finance working more closely together.

This new Board is a terrific blend of our Chapter members, seasoned planners, engaged suppliers, keen volunteers and a willingness to be bold and innovative while respecting the traditions of our great organization. I wish for them the opportunity to grow, to have fun and to enjoy their individual and collective journey.

It is with pleasure I present the 2009-2010 MPI Ottawa Chapter Board of Directors:

POSITION	Name
President (One-Year Term)	Marye Ménard-Bos, CMP, CMM Savoir Flair Communications and Events
President Elect (One-Year Term)	Carole Saad, CMP Festivex Special Events
Immediate Past-President (One-Year Term)	François Brunet D.E. Systems
Vice-President, Administration (Two-Year Term)	Richard McCoy, CAE AMMI Canada
Vice-President, Finance (Two-Year Term)	Patricia Pearson, CMP Brent Moore & Associates
Vice-President, Communication (Two-Year Term)	Lesley Mackay Delta Hotels, National Sales Office
Vice-President, Education (Two-Year Term)	Kimberly Wilson Chimo Hotel
Vice-President, Membership (Two-Year Term)	Guido Guzzo AVW-TELAV Audio Visual Services
Director of Community Outreach (Two-Year Term)	John Michael Maharaj Capital DMC Ottawa
Director of Education and Professional Development (Entering Final Year of Two-Year Term)	Lira Buschman, CMP Union of Canadian Transportation Employees
Director of Monthly Programs (Two-Year Term)	Claire Fitzpatrick, CMP CF Conference & Event Management Services
Director of Publications (Entering Final Year of Two-Year Term)	Jackie Boyer American Express, Corporate Meeting Solutions
Director of Public Relations and Corporate Social Responsibility (Two-Year Term)	Andrew Horsfield The Conference Publishers

Director of Recognition and Awards (Two-Year Term)	Andrea Fernandes InterContinental Hotels Group (Canada) Ltd.
Director of Strategic Alliances (Entering Final Year of Two-Year Term)	Lisa Sharman Brookstreet Hotel
Director of Strategic Education and Special Projects (Entering Final Year of Two-Year Term)	Rosemary Vaughan Ottawa Dragon Boat Race Festival

Additional activities this year included participating on this year's NMID committee and providing resources and encouragement to the members of the Board of Directors.

This report ends my tenure on the Chapter Board. I wish to thank our membership for being highly engaged and supportive over the last five years. I look forward to continuing to serve our Chapter as a "regular" volunteer.

Darlene Kelly-Stewart
Immediate Past-President
2008-2009

FINANCE

**MEETING PROFESSIONALS INTERNATIONAL
CANADA - OTTAWA CHAPTER
FINANCIAL STATEMENTS
FOR THE YEAR ENDED JUNE 30, 2008**

CONTENTS

Auditor's Report

Balance Sheet

Statement of Changes in Net Assets

Statement of Revenue and Expenditure

Statement of Cash Flow

Notes to the Financial Statements

AUDITORS' REPORT

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

We have audited the balance sheet of Meeting Professionals International Canada - Ottawa Chapter as at June 30, 2008 and the statements of changes in net assets, revenue and expenditure and cash flow for the year then ended. These financial statements are the responsibility of the organization's management. Our responsibility is to express an opinion on these financial statements based on our audit.

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

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

In our opinion, except for the effect of adjustments, if any, which we might have determined to be necessary had we been able to satisfy ourselves concerning the completeness of the revenues referred to in the preceding paragraph, these financial statements present fairly, in all material respects, the financial position of Meeting Professionals International Canada - Ottawa Chapter as at June 30, 2008 and the results of its operations and its cash flow for the year then ended in accordance with Canadian generally accepted accounting principles. As required under the Canada Corporations Act, we report that these accounting principles have been applied on a basis consistent with that of the preceding year.

Smiths Falls, Ontario
September 23, 2008

Chartered Accountants
Licensed Public Accountants

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

BALANCE SHEET

AS AT JUNE 30, 2008

	2008	2007
ASSETS		
CURRENT		
Cash	\$ 129,911	\$ 180,930
Accounts receivable	21,985	12,665
Prepaid expenses	12,733	1,164
	<u>\$ 164,629</u>	<u>\$ 194,759</u>
LIABILITIES		
CURRENT		
Accounts payable	\$ 1,650	\$ 1,650
Deferred revenue	2,317	11,854
	<u>3,967</u>	<u>13,504</u>
NET ASSETS		
Unrestricted	113,713	140,767
Restricted (note 2)	46,949	40,488
	<u>160,662</u>	<u>181,255</u>
	<u>\$ 164,629</u>	<u>\$ 194,759</u>

Approved on behalf of the Board:

_____ Director

_____ Director

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

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

STATEMENT OF NET ASSETS

FOR THE YEAR ENDED JUNE 30, 2008

	<u>2008</u>	<u>2007</u>
UNRESTRICTED NET ASSETS		
Balance - beginning of year	\$ 140,767	\$ 114,007
Excess of revenue over expenditure for the year	1,526	27,740
Transfer to restricted net assets	(28,580)	(980)
Balance - end of year	\$ 113,713	\$ 140,767
RESTRICTED NET ASSETS		
Balance - beginning of year	\$ 40,488	\$ 44,297
Transfer from unrestricted net assets	28,580	980
	69,068	45,277
Funds used during the year	(22,119)	(4,789)
Balance - end of year	\$ 46,949	\$ 40,488

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

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

STATEMENT OF REVENUE AND EXPENDITURE

FOR THE YEAR ENDED JUNE 30, 2008

	2008	2007
REVENUE		
Recognition and awards	\$ 20,448	\$ 19,053
Community Outreach	45,759	41,198
Membership	16,489	20,658
Newsletter	16,106	19,697
Education and program	64,824	57,894
Strategic Alliances	67,370	50,861
Interest	7,261	7,576
Other	11,734	13,622
	<hr/> 249,991	<hr/> 230,559
EXPENDITURE		
Recognition and awards	33,174	26,003
Community Outreach	45,191	35,920
Membership	7,819	3,362
Newsletter	16,150	19,735
Education and program	48,409	52,167
Public relations	32	679
President	9,109	11,602
President - past and elect	17,009	11,810
Website	3,842	4,283
Management fees and expenses	28,500	22,870
Finance	5,850	4,890
General Administration	3,018	3,445
National Meeting Industry Day	30,362	5,313
MPI Foundation	-	740
	<hr/> 248,465	<hr/> 202,819
EXCESS OF REVENUE OVER EXPENDITURE FOR THE YEAR	<hr/> \$ 1,526	<hr/> \$ 27,740

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

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

STATEMENT OF CASH FLOW

FOR THE YEAR ENDED JUNE 30, 2008

	<u>2008</u>	<u>2007</u>
CASH PROVIDED BY OPERATING ACTIVITIES		
Net revenue for the year	\$ 1,526	\$ 27,740
Net change in operating components of working capital:		
Accounts receivable	(9,320)	(771)
Prepaid expenses	(11,569)	944
Restricted funds used	(22,119)	(4,789)
Deferred revenue	(9,537)	(5,118)
INCREASE IN CASH FOR YEAR	(51,019)	18,006
CASH AT BEGINNING OF YEAR	180,930	162,924
CASH AT END OF YEAR	<u>\$ 129,911</u>	<u>\$ 180,930</u>

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

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2008

1. SIGNIFICANT ACCOUNTING POLICY

Organization

The Corporation was incorporated without share capital on April 8, 1992 under the Canada Corporations Act. The principal activity is to provide quality educational resources, networking opportunities and recognition for members involved in the management of meetings. The Corporation is a not for profit organization within the provisions of the Income Tax Act and as such is not subject to income tax.

2. RESTRICTED NET ASSETS

	Scholarship Fund	Program and Education	MPI Foundation Canada	Total
Balance beginning of year	\$ 11,980	\$ 26,708	\$ 1,800	\$ 40,488
Funds allocated during year	12,661	12,418	3,501	28,580
	24,641	39,126	5,301	69,068
Funds used during they year (increase)	10,001	7,657	4,461	22,119
Balance end of year	\$ 14,640	\$ 31,469	\$ 840	\$ 46,949

3. FINANCIAL INSTRUMENTS

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

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

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

Strategic Alliances Committee

The Chapter is very fortunate to have established long-term relationships with many of its partners in support of our Chapter. We build strong relationships by ensuring that deliverables are met and that there is consistent follow-up with our partners after the event. The "Sponsorship Prospectus" document is available for distribution in both hard copy and electronic version. The Committee also maintains a master list of partners and prospects. This list includes records of previous contributions in cash sponsorships as well as in-kind products and services.

We have achieved our financial objective this year and extend a thank-you to all our sponsors. More importantly, we have established longer-term sponsorship commitments for our 2009-2010 program year.

Other activities and objectives that guided our Committee this year:

- All of the various Chapter committees concerned with sponsorship now have representation on the Strategic Alliances Committee. This has meant greater communication about sponsorship issues throughout the Chapter, shared resources, and the beginnings of best practices and guidelines used across the Chapter.
- A new sponsorship prospectus has been created for the 2009-2010 year that will incorporate sponsorship levels and benefits for all events held at the chapter
- Sponsorship levels and benefits have been integrated across the Chapter. A standard of 60% has been instituted for In-kind sponsorship levels.

The Committee has had a very successful year. We are looking forward to the rest of 2009 and continuing into 2010.

Strategic Alliances Committee

Nancy Coll, CMP, Canadian Pharmacists Association
Jacques Drury, CMP, Ottawa Congress Centre
Debbie Ross, CMP, Canadian Nurses Association
Jim Shepherd, AVW-TELAV Audio Visual Solutions
Lisa Sharman (Chair), Brookstreet Hotel
Scott Ventresca, Toronto Convention and Visitors Bureau

COMMUNICATIONS

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

Vice-President

Lesley Mackay, Delta Hotels

Directors

Community Outreach Committee

Rozanne Lyons, CMP, Intertask Conferences

Publications Committee

Jackie Boyer, American Express, Corporate Meeting Solutions

Public Relations and Marketing Committee

Vacant

Community Outreach Committee

Goal

Organize and execute fundraising activities: one major event to support a local charity, monthly draws to support a charity or foundation and a food drive to support a local organization.

Objectives

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

Highlights/Accomplishments

The very successful MPI/CSAE Annual Charity Auction and Dinner, held on February 12, 2009 raised an amazing \$19,451. These funds, combined with money raised at the annual 2008 MPI Golf Tournament, will enable MPI Ottawa to donate \$20,341 to the Ottawa School Breakfast Program.

The Club des Petits Déjeuners du Québec de l'Outaouais will be the recipient of our 50/50 draw proceeds (almost \$850 by mid-April).

At the December Festive Luncheon, we helped the Ottawa Food Bank "Drive Away Hunger" by donating 200 pounds of food and contributing in excess of \$241.53 in cash. What a great year for community outreach!

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

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

Community Outreach Members:

Kathryn Cyr	Kathryn Cyr & Associates
Christa Girard	Canadian Real Estate Association
Bill Hourston	Baldwin Audio Visual Rentals
Rozanne Lyons, CMP (Chair)	Intertask Conferences
John-Michael Maharaj	Capital DMC
Chris Pierce	Les Suites Hotel, Ottawa

Andrea Pinsent
Karen Phillips
Rose-Marie Racine, CMP

Canadian Association of Schools of Nursing
Seabrook Promotional Products
Justice Canada

Publications Committee

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

Goals

- Be a fiscally-responsible committee and generate an annual surplus of \$1,000 more than 2007/08.
- Conduct a membership survey to ascertain whether the membership would prefer a printed issue or strictly an electronic version.
- Issue an RFP to the membership to contract one supplier with desktop and printing capabilities as well as advertising sales. It is hoped that increased sales of advertising both in publications and on the web will generate more revenue, which can be used to turn this vehicle from a Newsletter to a Publication.
- Increase educational content to produce a more balanced publication.
- Diversify balance between planner and supplier.
- Create a section on interesting websites that can benefit both suppliers and planners
- Introduce News Around Town article by sending monthly eblast to members soliciting information on new facilities, renovations, promotions, etc.
- Increase our Publications Committee in order to offer more interesting and educational articles.

Highlights/Accomplishments

- The newsletter raised advertising revenue which helped to offset expenses.
- A survey was conducted to establish what mode of publication the membership preferred between print and electronic - however, the results were not clear. A further request was made of the membership to find out whether they wanted to receive the printed version or electronic. An RFP was then drawn up using those numbers.
- We have increased the educational content of the publication in each issue.
- We have created the Blogger's Corner with points of interest for all suppliers and planners.
- We send out an email blast each month to request up-to-date information which can be included in *News Around Town*. This article continues to grow, providing current information on both the supplier and planner segments of our membership.
- We have increased our Committee by two new members who have already demonstrated their writing capabilities.

Publications Committee

Mitchell Beer, CMM, The Conference Publishers
Jackie Boyer (Chair) American Express, Corporate Meeting Solutions
Mary-Lynn Campbell
Judy Fredette, Canadian Seed Trade Association
Louise Gervais, CMP, Royal College of Physicians and Surgeons of Canada
Melanie Hudson, Canadian Policy Research Networks
Snookie Lomow, CMP, Snookie Lomow & Associates Inc.
Maryse Morin, Hilton Lac-Leamy
Wendy Thomson, CMP, Canadian Medical Association

Public Relations

The position of Director of Public Relations was vacant. The Board of Directors took the opportunity to review the goals and objectives of the position which led to the decision to introduce a joint position of Director of Public Relations and Corporate Social Responsibility.

This new alignment is to assist the Chapter in the area of corporate social responsibility and communicating this evolving focus from MPI Headquarters to Chapter members and the greater community.

Goal

Define the public relations and corporate social responsibility role and how it will apply to the MPI Ottawa Chapter.

Chapter Website

The Chapter website has, for the most part, been completed. As the website is the best vehicle to communicate all important information to our Chapter members, it is imperative that we source and contract a new webmaster. An RFP will be issued with the intent to have this implemented for the beginning of the 2009-2010 Chapter year.

Vice-President

Lesley Mackay, Delta Hotels
2008-2009

EDUCATION

The Vice-President, Education is responsible for three committees: Monthly Programs, Education and Professional Development and Strategic Education.

Vice-President

Michelle Shortall, CMP, Canadian Police Sector Council

Director of Monthly Programs

Lori Wagner, Porter Airlines

Director of Education and Professional Development

Lira Buschman, CMP, Union of Canadian Transportation Employees

Director of Strategic Education

Rosemary Vaughan, Ottawa Dragon Boat Race Festival

These last two years as Vice-President of Education have been an amazing experience. I have had the pleasure of working with dedicated directors, who along with their committees, provide countless volunteer hours to ensure you receive important/current education with every detail of the programs meticulously planned.

Lori will be leaving us this year - Lira and Rosemary will continue into their second years. I can't thank them enough. Their leadership has been outstanding and we in the Ottawa Chapter are the beneficiaries. My job has been so easy – they do all the heavy lifting.

Welcome to Kim Wilson, the incoming Vice-President Education.

Read on to refresh your memory of all the great events we have had this year.

Monthly Programs

The venue RFP was sent out on-line for the second year and venues for all monthly events were secured by end of August, 2008. The RFP for venues for the 2009-2010 calendar year will be completed by mid-May 2009 and submitted to be placed on the MPI Ottawa website. The committee will make every effort to secure all venues by end of August 2009, and will research new opportunities in the Ottawa market.

The audio-visual requirements for the 2008/2009 calendar year were provided by one supplier who had submitted a proposal outlining what they would offer MPI as an exclusive supplier. After the RFP was put out to the membership, Baldwin Audio Visual Rentals was chosen as the exclusive audio-visual supplier for the second year in a row. We would like to thank Baldwin Audio Visual for their invaluable contribution to the success of the Ottawa MPI chapter's events. For the 2009/2010 calendar year, the A/V RFP will be incorporated into the venue RFP for venues to bid on both components for the upcoming events.

September 2008 Kick-off Reception/Dinner – the theme was “MPI and the City” and was a stand-up reception at Stella Osteria in the market. Networking opportunities were provided during the reception, and a fashion show was emceed by local radio DJs from HOT89.9. Prizes were awarded to the six members chosen by the DJs, based on their outstanding wardrobes that evening. The committee has decided to keep the September kick-off as a reception format to allow for maximum networking opportunities. The December Holiday Luncheon was held at the Westin Ottawa and featured a Fire and Ice theme. As one of the most popular events of the year, the sold-out event was well attended, even with the OC Transpo bus strike in place.

Workshops throughout the year included the following topics –Electronic Conferencing, Sales Training and Energy Budget. Each workshop was combined with a networking luncheon and all were well attended. The above topics were chosen based on feedback received from membership surveys and by the education and monthly programs committees. For the past two years, the October monthly event has focused on technology and the education and monthly program committees have decided to continue this format. The teleconferencing seminar held at the Duocom offices linked the Toronto, Atlantic Canada and Montreal MPI Chapters together for a training session and was well received by participants.

Claire Fitzpatrick will be taking on the position as Director of Monthly Programs for the 2009-2010 calendar year, and we are very happy to have her re-join the monthly programs committee to lead the team!

Committee Members

Peggi Birch, CMP, National Judicial Institute
Emma Dany, IDRC
Riccarda Galioto – AMMI
Sandy Jarvis – JCH Productions

Ruta Klicius – Canadian Council for Tobacco Control
Stephanie Lockhart, CMP – Canadian Bar Association
Susan Phillips, National Component – PSAC
Carole Saad, CMP, Festivex Special Events
Joanne St–Pierre
David Tubbe, Duocom Canada Inc.
Lori Wagner, (Director) Porter Airlines

Education and Professional Development Committee

During my first year on this committee I have learned a lot. I will begin by thanking the committee members who have shared their time and expertise to help develop what I consider to have been a phenomenal year of education.

The membership survey conducted in February revealed that the members enjoy the educational programming the Chapter offers, and that they want more of it. That being said, the committee continued to provide different programs and experiences that would appeal to the diversity amongst our membership.

Members were able to experience the world of electronic conferencing in October. In November, members received tips on how to sell their event or their product. In January we offered, for the first time, a full day of training where members learned what gave them energy, and what was their leadership style. At the annual retreat, they learned about nutrition and taking care of themselves. The roundtable discussions were a huge hit. Lunch & Learn topics included an intimate discussion with a revenue manager and finding out more about the CMP designation.

Based on the survey results, the team is on the right track, and is always looking at trying new things or creating new experiences for our members.

On a personal note, I'd like to thank Michelle for all her leadership. She is kind, patient, supportive and cares very much about what happens in this Chapter. I consider it a privilege to have had the opportunity to work with her and learn from her. Thank you so much, Michelle.

Committee members

Isabelle Boucher - Canadian Union of Public Employees
Carole Brault - Canadian Produce Marketing Association
Lira Buschman, CMP (Director) - Union of Canadian Transportation Employees
Chantal Montpetit, CMP - Canadian Construction Association
Nick Sont – Confersense Planners Inc.
Joanne St- Pierre
Roxanne Templeton

Michelle Shortall, CMP
Vice-President, Education
2008-2009

MEMBERSHIP

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

Vice-President

Kimberly Wilson, Chimo Hotel

Director, Recognition and Awards Committee

Carole Saad, CMP, Festivex Special Events

Membership Committee**Goals and Objectives**

- Recruit 90 new members between July 2008 and June 2009;
- Maintain a Chapter retention rate of over 75%;
- Carry-on with “The Welcome Club” which incorporates orientation / information session for new members and to ease them into the networking session by accompanying & introducing them to the members.
- Continued endeavour – \$50.00 MPI Bucks – draw at the luncheon events for the Volunteer of the Month, “Bucks” to be spent with MPI Ottawa Chapter establishment.
- Work with the VP of Communications and the Director of Publications to produce a functional membership directory;
- Conduct a Membership Survey with the results to focus on retention.

Results

During this time of economic down turn our efforts have been to concentrate on retention. Headquarters has assisted this by bringing in a number of programs to assist members who have found themselves a victim of down sizing. Some of these efforts have been to extend memberships for an additional six months with out a paying the membership fee as long the individual agrees to continue their membership and pay for it after the six months. In addition to this they would be willing to accept a payment plan rather than have the member pay the whole renewal amount at once. They have also taken into consideration Student Members creating the “Student-in-Transition-Stage” rate plan. The “Student-in-Transition” rate is a plan for our graduating student members to grow into the full membership rate over 3 years. The first year out of college the member will pay \$75.00 US, the second year the member pays \$150.00 US, the third year the member pays \$250.00 US and by the fourth year the member moves to the full membership rate of \$325.00 US.

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

Our committee had made a commitment to create and enforce a driven recruitment campaign for the 2008-2009 season which was influenced by the “Chapter Dashboard” and goal of 10% growth encouraged by the Director of Canadian Development. Again with the economic down turn our efforts switched to recruitment. We developed a Membership survey which resulted in a fantastic 124 responses....thank you Martha Tobin for the encouragement of 2 sets of Senator’s tickets for the participants draw. With this we discovered in general we as a membership are doing a pretty good job, however we are listening to the members and using the results as our goal for the 2009-2010. The snapshot of the results will be posted on the web site & in the Communique.

MPI Bucks. This initiative was brought in to thank our hard- working volunteers in the Ottawa Chapter. The months when we hold luncheon events we receive one name from all the committee chairs for the volunteer. At these events we draw and present the winners with a certificate worth \$50.00 in MPI Bucks. This certificate is redeemable only at any of our Ottawa members’ place of

business. There is no sponsorship involved, since the chosen member's business actually receives cash for supplying a gift certificate. Remember to "Buy MPI"

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

We produced a new Membership banner which was featured along with an Ottawa Chapter video at the Tête-à-Tête Tradeshow. This banner is the first of three which may be used together or separately to promote membership & the Chapter as a whole.

The volunteer reception was replaced in 2008 with the Chapter inviting all member volunteers as guest to the AGM. In addition, the Membership Committee gave a leather business card holder to the attending volunteers as a sign of appreciation for all their time & commitment to their respective committees and the success of the MPI Ottawa Chapter in general. It has been decided that in 2009 we will once again invite all our member volunteers to the AGM dinner in June.

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

Membership Committee

Lira Buschman, CMP, Union of Canadian Transportation Employees
Anna Lee Chabot, CMP, The Royal College of Physicians and Surgeons of Canada
Andrea Fernandes, Intercontinental Hotels Group (Canada) Ltd.
Guido Guzzo - AVW-TELAV Audio Visual Solutions
Jacques Lafontaine – Chateau Cartier Resort
Greg Plazek, Fairmont Château Laurier
Sharon Prophet, Radisson Ottawa
Martha Tobin, MAXAD Promotional Marketing
Kimberly Wilson (Chair) Chimo Hotel
Monica Wolkowycki, WolfWorks Communications

Recognition and Awards Committee

The Recognition and Awards Committee set several goals for the 2009 Gala.

1. Promote the nomination process.

A video montage of past galas and award recipients was created and shown at the February MPI / CSAE dinner to promote the nomination process.

2. Highlight all of the nominees, not just the winners.

We added the procession of nominees at the beginning of the show so that all of the nominees would receive recognition and that as a group, they could celebrate their respective nominations.

3. De-mystify the nomination process.

In answer to queries in last year's survey, we compiled a 30-second montage explaining in simple terms how the nomination process works, who the Executive Committee is, and how the winners are selected.

4. Encourage members to nominate.

An incentive prize was recruited to entice members to nominate. The draw for the prize took place at the Gala.

5. Capture the event with professional photos.

A supplier photographer member sponsored this aspect, which allowed for a variety of pictures to be taken. These pictures will be made available on the MPI website which will enable those in attendance to re-live the Gala, and for those who missed it to sign up early next year!

The bank of professional pictures can also be used in the promotion of the Ottawa Chapter as well as in the design of sponsorship for this event.

6. Include students from the Event Management Program (who were also MPI members) and as a committee, 'mentor' them through the planning and execution process.

This year we celebrated the accomplishments with a superb Gala themed Bollywood. With the very generous sponsorship of Edmonton Tourism, Team Winnipeg, Tourism Toronto, Baldwin Audio Visual Solutions and Festivex Special Events, we were able to breathe life into this very colourful and exotic theme. Our host sponsor, The Crowne Plaza Ottawa, was equally generous with their sponsorship, which included hors d'oeuvres and wine with dinner. Chef Marz also created an Indian menu to complement the theme. The overall décor, music, entertainment, food and colourful outfits made for a spectacular and memorable event. Our Master of Ceremonies, Stuntman Stu, did an excellent job in keeping the pace with grace and humour.

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

The Gala was attended by 302 guests and was sold out 2.5 weeks prior to the date.

The Recognition and Awards Committee was made up of a tremendous group of individuals and each had a key role to play. We held regular meetings and brainstormed each aspect of the Gala. The incredible spirit of this group made the planning a positive and rewarding experience.

Sincere congratulations to the 2009 Award Recipients for their well-deserved recognition.

The Award Recipients for 2009 are:

Rising Star of the Year: Riccarda Galioto, AMMI

Supplier of the Year: John-Michael Maharaj, Capital DMC

Planner of the Year: Andrew Press, CMP, Ottawa Hospital Foundation

Mentor of the Year: Peggi Birch, CMP, National Judicial Institute

Volunteer of the Year: Norm Reid, Mediaco, The Presentation Company

We also inducted Ann Normandin, formerly of Health Canada, as Honourary Member for her illustrious 33-year career as a meeting planner for the Federal Government.

Recognition and Awards Committee

Marc Bédard, Via Rail

Dora Dalietos, Algonquin Student

Claude de Bonville, Baldwin Audio Visual Rentals

Markus Fisher, Ottawa Marriott

Judy Fredette, Canadian Seed Trade Association

Ron Hanuman, Creative Edge Studio

Steward Hartley, The Portables

Lesley Hoyles, Algonquin Student

Heather Lockwood, CMP, Correctional Services Canada

Carole Morissette, Crowne Plaza Ottawa

Kim Morissette, Outaouais Tourism

Chantal Nadeau, APCHQ

Hal Price, Baldwin Audio Visual Rentals

Rose-Marie Racine, CMP, Justice Canada

Norm Reid, Mediaco, The Presentation Company

Debbie Ross, CMP, Canadian Nurses Association

Carole Saad, CMP (Director) Festivex Special Events

Jim Shepherd, AVW-TELAV Audio Visual Solutions

Minutes of the 2008 Annual General Meeting

MINUTES OF THE 2008 ANNUAL GENERAL MEETING

Thursday, June 11th, 2008

17:00 – 20:30

National Arts Centre, Ottawa, ON

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

Jeanna Andre	Sharon Fryer	Greg Plazek
Peggi Birch, CMP	Marion Fuller, CMP	Andrew Press, CMP
Catherine Bisson	Cindy Gascon	Rose-Marie Racine, CMP
Susan Blythe	Louise Gervais, CMP	Norman Reid
Isabelle Boucher	Guido Guzzo	Geneviève Rochon
Pamela Bowles	Steward Hartley	Darren Ryan
Jackie Boyer	Andrew Horsfield	Carole Saad, CMP
Carole Brault, CMP	Bill Hourston	Nathalie Sarthou
François Brunet	Melanie Hudson	Elise Schmitz
Louis Buschman	Ron Humick	Lisa Schwarzbek
Lira Buschman, CMP	Jane Ing	Lisa Sharman
Rick Chase	Sandra Jarvis	Michelle Shortall, CMP
Tracy Connor	Darlene Kelly-Stewart	Martin St-Denis
Sally Cummings	Ruta Klicius	Joanne St-Pierre
Kathryn Cyr	Elizabeth Leeks	Roxanne Templeton
Claude De Bonville	Marie-Josée Léger, CMP	Vicky Thériault
Lindsay DenBoer	Stephanie Lockhart, CMP	Martha Tobin
Margaret Dennis, CMP	Robert Löken	Sylvie Tremblay
Suzanne Despatie, CMP, CMM, CAE	Snookie Lomow, CMP	Marianne Trotier
Dianne Dodds, CMP	Rozanne Lyons, CMP	David Tubbe
Julia, Donaldson	Rosalind Marchut	Claudia Urrutia
Karen Dowhan, CMP	Michèle Miller Brown	Rosemary Vaughan
Barbara Eastman-Lewin	Chantal Montpetit, CMP	Scott Ventresca
Andrea Fernandes	Carole Morissette	Candice Vetter
Ida Firestone	Kim Morissette	Lori Wagner
Markus Fisher	Chantal Nadeau	Nancy Walkington
Claire Fitzpatrick, CMP	Samira Nesrallah	Hester Whatman
Sarah Fogerty	Natalie Peachy	Kimberly Wilson
Diane Fowles	Liette Philippe	Monica Wolkowycki
	Andrea Pinsent	

1. CALL TO ORDER: Darlene Kelly-Stewart, President, called the meeting to order at 18:03.
2. ESTABLISHMENT OF QUORUM: Darlene Kelly-Stewart, President, called upon Kathryn Cyr, Chapter Secretariat, to determine if a quorum was present. The Secretariat indicated that a quorum existed.

3. ACCEPTANCE OF THE AGENDA: It was moved by Andrew Horsfield, seconded by Steward Hartley to accept the agenda as circulated. Carried.
4. APPROVAL OF THE 2007 ANNUAL GENERAL MEETING MINUTES: It was moved by Kim Wilson seconded by Lira Buschman, to approve the minutes of the 2007 Annual Meeting. Carried.
5. AUDITED FINANCIAL STATEMENTS: Suzanne Despatie, VP Finance, presented the audited financial statements. It was moved by Despatie, seconded by Carole Brault to approve the audited financial statements. Carried.
6. APPOINTMENT OF AUDITOR FOR 2008-2009: That the firm of Nephin & Winters be appointed as auditors for the upcoming fiscal year 2008-2009. It was moved by Suzanne Despatie, seconded by Marion Fuller. Carried.
7. ANNUAL REPORT: Darlene Kelly-Stewart, President, noted that all committee reports were included in the Annual Report and would not be presented separately. It was moved by Louise Gervais, CMP seconded by Melanie Hudson to accept the Annual Report as presented. Carried.
8. RECOGNITION OF NEW CMPs:
Stephanie Lockhart, CMP, Canadian Bar Association
Patricia Pearson, CMP, Brent Moore & Associates*
Tammie Windsor, CMP, Canadian Hospice Palliative Care Association

* not in attendance

9. RECOGNITION OF RETIRING BOARD MEMBERS: Darlene Kelly-Stewart, President, thanked the outgoing Board Members:
 - Doreen Ashton Wagner, CMP, Past President*
 - Carol Brault CMP, Director, Education & Professional Development
 - Leslie Anne Palamar, Director, Publications
 - Geneviève Rochon, Director, Strategic Alliances
 - Michèle Miller-Brown, Director, Public Relations & Marketing
 - Andrew Horsfield, Director, Strategic Education

* not in attendance

10. PASSING OF THE PRESIDENT'S GAVEL: François Brunet, President Elect, thanked Darlene Kelly-Stewart, President, for her support and encouragement during the past year. Darlene Kelly-Stewart, President, turned over the gavel to François Brunet, President Elect.
11. INTRODUCTION OF THE 2008-2009 BOARD: The 2008-2009 Board of Directors was introduced:
 - François Brunet, President
 - Marye Ménard-Bos, CMP, CMM, President Elect*
 - Darlene Kelly-Stewart, Past-President
 - Suzanne Despatie, CMP, CMM, CAE, Vice-President Finance
 - Debbie Ross, CMP, Vice-President Administration*
 - Michelle Shortall, CMP, Vice-President Education
 - Kimberly Wilson, Vice-President Membership

- Mitchell Beer, CMM, Vice-President Communications
- Rozanne Lyons, CMP, Director of Community Outreach
- Lira Buschman, CMP, Director of Education & Professional Development
- Lori Wagner, Director of Monthly Programs
- Lesley Mackay, Director of Public Relations & Marketing*
- Margaret Dennis, CMP, Director of Recognition & Awards
- Lisa Sharman, Director of Strategic Alliance
- Rosemary Vaughan, Director of Strategic Education

* not in attendance.

12. ADJOURNMENT: It was moved by Norm Reid, seconded by Snookie Lomow to adjourn the meeting. Carried.

Meeting adjourned at 18:16

Legacy of Dedication

Past Presidents' Honour Roll (1984-2009)

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