

# 2012-2013 Annual Report

Presented at the  
Annual General Meeting  
September 12, 2013

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# MPI OTTAWA CHAPTER BUSINESS PLAN & DASHBOARD METRIC

## Vision

Creating a framework that systematically empowers chapter leadership to build a rich regional meetings industry community.

## Mission

Make our members successful by building connections to:

- Knowledge/Ideas
- Relationships
- Marketplaces
- Communication.

## MPI International Strategic Imperatives

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

**Re-Imagine** our business relationship with members - Invest in members 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 / Goals

### 1. Engagement/Participation

- 1.1. Increase regional/annual program attendance  
*Target: 1783 (1%)*
- 1.2. Increase planner attendance at educational programs  
*Target: 258 (5%)*
- 1.3. Increase web site visits  
*Target: 5%*

### 2. Membership Satisfaction

- Ensure a 8.2 overall Member Satisfaction Score on Annual member care survey  
*(conducted by MPI HQ)*

### 3. Net Member Growth

- Ensure a 0% increase in net new members *(retention & recruitment)*

### 4. Chapter Financial Management

- Ensure a 2.5% Chapter Educational Investment Ratio
- Ensure a 0% Gross Margin

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

## **OBJECTIVES:**

- Develop program for Leadership, Volunteer Management and Succession Planning
- Produce & execute CMP Study Group
- Educate members regarding CMM process
- Execute Annual Awards Gala
- Execute one Special Event to raise a minimum of \$17,000 donated to a local charity
- Raise \$1300 for local charity through monthly 50/50 draws
- Collect \$300 and 200lbs of food for the Food Bank
- Produce & execute fundraising effort (golf) to raise a minimum of \$1500 for charity
- Maintain a board orientation presentation/package
- Increase online traffic by 5-10%
- Secure \$7,000 in website banner advertising sales
- Create innovative opportunities and options for education programming
- Produce & execute 2013 NMID
- Produce & distribute member directory
- Produce & execute a minimum of 9 chapter newsletters
- Increase membership retention rate
- Increase membership recruitment levels
- Maintain programs that communicate the chapter value and that promote member engagement
- Secure a minimum of \$110,000 in Strategic Alliances cash sponsorships
- Create and Implement an In-kind Sponsorship Prospectus

## BOARD OF DIRECTORS

### Executive Committee

President	Lira Buschman, CMP <i>Union of Canadian Transportation Employees</i>
President Elect	Marie-Louise Doyle <i>Doyle &amp; Associates Event Planners</i>
Immediate Past President	Markus Fisher <i>Ottawa Marriott</i>
Vice-President, Communications	David Dugas <i>D.E. Systems Ltd.</i>
Vice-President, Education	Claire Fitzpatrick, CMP, CMM <i>CF Conference &amp; Event Management Services</i>
Vice-President, Finance (Resigned May 2013)	Brian Scott <i>Scott Photography</i>
Vice-President, Membership	Greg Plazek <i>Westin Bayshore, Vancouver</i>

### Directors

Director of Community Outreach and Corporate Social Responsibility	John Michael Maharaj <i>Simply DMC</i>
Co-Director of Program and Education	Nick Sont, CMP <i>Podium Event Planners Inc.</i>
Co-Director of Program and Education	Ruta Klicius, CMP
Co-Director of Publications	Iana Ciatti <i>Horizant</i>
Co-Director of Publications	Melanie Hudson <i>National Association of Federal Retirees</i>
Director of Recognition and Awards	Chantal Montpetit, CMP <i>Canadian Construction Association</i>
Director of Strategic Alliances	Brent Beatty, CASE <i>Edmonton Tourism</i>
Director of Strategic Education	Karen Wiersma <i>The National Hotel &amp; Suites Ottawa</i>

## **PRESIDENT'S MESSAGE**

***Lira Buschman, CMP***

Dear MPI Ottawa Members:

As the global economy continues to be unstable, MPI as a whole has had new challenges. Membership numbers have declined slightly and the Ottawa Chapter is no exception. We know that there are many demands on our members' time and dollars. For some of you, it is more difficult to get approval to attend education sessions or renew your memberships. For others it is difficult enough just to make ends meet. The board has been very mindful of this throughout the year and I hope you have seen it.

This year we took a "back to basics" approach to our work on the board. Your board worked diligently to review our policies, procedures and processes. Some things we were doing great; other times we realized that we had overlooked something that you needed; and again there were some things that we questioned if they were still worth doing. If you ever attended a board meeting, you knew we had a few lively discussions. If you haven't then you might want to come and sit in as an observer. Throughout it all, the wants of our members were always at the forefront.

In response to some members' needs, we created a Transition Fund. This fund is dedicated to helping those who are between jobs or in transition with their businesses to still maximize the benefits of membership within the Chapter. A few members have made use of this and I am pleased that we were able to help.

We also created the new Director of Leadership & Volunteer Management position for 2013-2014. This position will be the one point of contact for anyone interested in getting more involved in the Chapter. As this position fully develops, I know that it will help our volunteers get the most out of the Chapter.

MPI Ottawa is also known for reaching deep into our pockets to help when and where we can. We increased our corporate social responsibility by raising funds at the August Golf Day for the Rideau Valley Conservation Authority, collected several hundred pounds of food for the Food Bank at our holiday event and raised more than \$30,000 for the Ottawa School Breakfast Program at the annual Charity Auction dinner.

The year in education was no exception. We went back to basics with some sessions such as contract review, making meetings interactive and learning about critical excel tools. But we also looked forward by examining hot new technologies, hosting our first hybrid NMID and learning how to apply theme park methodology to our meetings. Some things worked great while others didn't do as well; regardless we tried to be flexible and creative. I believe that we have made a great start and I know that your incoming president, Marie-Louise Doyle, will continue to lead the charge.

I would be remiss if I didn't thank our sponsors. Each of them played an integral role in ensuring that all the education and networking events were successful. Without the support of both the financial and the in-kind sponsors, the Chapter could not continue its important work.

It has been an honour for me to serve as your President over the last year. I have learned so much about this Chapter, and myself, and for this I thank you.

## **PRESIDENT ELECT'S MESSAGE**

### ***Marie-Louise Doyle***

Dear MPI Ottawa Members,

My Mom used to say: "Don't run faster than your guardian angel can catch you." For this year, I changed that to read "Don't run faster than your Chapter President can catch you." This year has been a great year of learning and preparation and great guidance from our Chapter President, Lira Buschman.

Lira challenged each of us to "Get Back to Basics". We were challenged to not just learn the by-laws, processes and procedures, but to know them - to understand them and implement them with meeting our members' interests and priorities. At each meeting she demonstrated her pride in this Chapter and empowered the Board members who have worked diligently to make 2012-2013 the success it was. I hope that I can do the same.

This year we saw great education and networking opportunities as well as very successful events. Meeting and speaking with many of you gave me great insight as to your expectations from the Chapter President and Board of Directors. I am taking your conversations very seriously and taking them with me into 2013-2014.

This year we are saying hello to Paul Van Deventer as MPI HQ President and CEO. I do look forward to what he is bringing to the table and his direction.

Many of you know how proud I am of this Chapter. We really are the best of the best. We continue to evolve and develop regardless of whatever is thrown our way. This is thanks to the many people who give their time and energy, whether it be by volunteering on a committee or the Board, or by participating in one of our education and networking events. Each of you have made your impact on this Chapter and as such changed something for the better.

I hope to do you all proud as President in the coming year.

## IMMEDIATE PAST-PRESIDENT'S REPORT

### **Markus Fisher**

As Immediate Past President, my main area of responsibility was to chair the Governance & Nominating Committee tasked with ensuring the Board of Directors remains strong and representative of the membership it serves. I was supported in this important role of recruiting new Board members by a few members of the Executive, and I was delighted to present the new Board slate to the membership during the March MPI Luncheon.

It was gratifying to review the expressions of interest from members ready to take the next step in their involvement with MPI, and willing to serve on the Board. I can assure the membership you will be well served by this diverse, dynamic and committed group of volunteers. And I know I speak for all of us when I thank them in advance for giving so generously of their time and expertise.

It is with pleasure that I confirm the 2013-2014 MPI Ottawa Chapter Board of Directors:

<b>POSITION</b>	<b>NAME</b>
President (One-Year Term)	Mary Louise Doyle Doyle & Associates Events Planners
President Elect (One-Year Term)	Jennifer Holly Travel Alberta
Immediate Past President (One-Year Term)	Lira Buschman, CMP Union of Canadian Transportation Employees
Vice-President, Finance	Brent Beatty Edmonton Tourism
Vice-President, Communications	David Dugas D. E. Systems Inc.
Vice-President, Education	Diane Dodds, CMP Royal College of Physicians and surgeons
Vice-President, Membership	Greg Plazek The Westin Bayshore Vancouver
Co-Director of Community Outreach	Ryan Young Brookstreet Hotel
Co-Director of Community Outreach	Riccarda Galioto AMMI Canada
Co-Director, Program and Education (Two-Year Term)	Brendan St. Jacques
Co-Director, Program and Education (Entering Final Year of a Two-Year Term)	Nicholas Sont, CMP Podium Event Planners Inc.
Co-Director of Publications (Two-Year Term)	Jennifer McAndrew Mastermind Events Inc.
Co-Director of Publications (Entering Final Year of a Two-Year Term)	Iana Ciatti Horizant Inc.
Director of Recognition and Awards	Diane Fowles, CMP Events by Diane
Director of Strategic Alliances	Scott Ventresca Toronto Tourism



Director of Strategic Education	Karen Wiersma Atlific Hotels
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Throughout my final year on the Board of Directors, my role was as a resource, providing guidance and support where appropriate. It was a privilege to witness our many successes as a Chapter – all of which are a direct result of the important contributions made by our members, volunteers, sponsors, speakers, facilitators and guests.

## FINANCE

*Brian Scott, Vice-President*

### **MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER DRAFT FINANCIAL STATEMENTS FOR THE YEAR ENDED JUNE 30, 2013**

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Statement of Cash Flow

Notes to the Financial Statements

## **INDEPENDENT AUDITOR'S REPORT**

To the Members:

### **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, 2013, June 30, 2012 and July 1, 2011 and the statements of changes in net assets, revenue and expenditure and cash flow for the year then ended, and a summary of significant accounting principles 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 generally accepted accounting principles, 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.

### **Auditor's 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 entity'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 entity'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 these financial statements.

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

**Opinion**

In our opinion, these financial statements present fairly, in all material respects, the balance sheet of Meeting Professionals International Canada - Ottawa Chapter as at June 30, 2013, and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Nepin & Winter, Chartered Accountants  
Smiths Falls, Ontario  
Licensed Public Accountants  
August 22, 2013

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

BALANCE SHEET

AS AT JUNE 30, 2013

	June 30, 2013	June 30, 2012	July 1, 2011
<b>ASSETS</b>			
<b>CURRENT</b>			
Cash	\$ 77,762	\$ 51,099	\$ -
Investment, at cost (note 2)	100,329	100,000	100,000
Accounts receivable	17,133	15,522	26,854
Accounts receivable - government	11,933	16,894	8,626
Prepaid expenses	2,575	1,352	2,549
	<u>\$ 209,732</u>	<u>\$ 184,867</u>	<u>\$ 138,029</u>
<b>LIABILITIES</b>			
<b>CURRENT</b>			
Bank indebtedness	\$ -	\$ -	\$ 456
Accounts payable	6,032	1,651	1,649
Deferred revenue	12,237	23,578	7,950
	<u>18,269</u>	<u>25,229</u>	<u>10,055</u>
<b>NET ASSETS</b>			
Unrestricted	191,463	159,638	127,974
	<u>\$ 209,732</u>	<u>\$ 184,867</u>	<u>\$ 138,029</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, 2013

	2013	2012
<b>UNRESTRICTED NET ASSETS</b>		
Balance - beginning of year	\$ 159,638	\$ 127,974
Excess (deficiency) of revenue over expenditure	31,825	31,664
<b>Balance - end of year</b>	<b>\$ 191,463</b>	<b>\$ 159,638</b>
<b>RESTRICTED NET ASSETS</b>		
Balance - beginning of year	\$ -	\$ 3,129
Transfer to unrestricted net assets	-	3,129
<b>Balance - end of year</b>	<b>\$ -</b>	<b>\$ -</b>

MEETING PROFESSIONALS INTERNATIONAL CANADA - OTTAWA CHAPTER

STATEMENT OF REVENUE AND EXPENDITURE

FOR THE YEAR ENDED JUNE 30, 2013

	2013	2012
<b>REVENUE</b>		
Recognition and awards	\$ 24,801	\$ 32,108
Community Outreach	76,724	64,140
Membership	12,966	16,224
Newsletter	42,050	35,400
Education and program	66,933	71,766
Strategic Alliances	109,787	95,855
Interest	1,842	2,941
Other	17,819	17,994
	<u>\$ 352,922</u>	<u>336,428</u>
<b>EXPENDITURE</b>		
Recognition and awards	42,730	48,849
Community Outreach	77,433	68,453
Membership	5,273	1,432
Newsletter	39,830	33,843
Education and program	60,820	56,446
President	12,029	11,846
President - past and elect	14,371	9,750
Website	876	3,953
Management fees and expenses	42,000	42,000
Finance	7,976	8,598
General Administration	2,856	3,435
National Meeting Industry Day	14,903	16,159
	<u>321,097</u>	<u>304,764</u>
<b>EXCESS OF REVENUE OVER EXPENDITURE</b>	<u>\$ 31,825</u>	<u>\$ 31,664</u>

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, 2013

	2013	2012
<b>OPERATING ACTIVITIES</b>		
Excess of revenue over expenditure	\$ 31,825	\$ 31,664
<b>CHANGES IN CERTAIN NON-CASH OPERATING ASSETS AND LIABILITIES</b>		
Net change in operating components of working capital:		
Accounts receivable	3,350	3,064
Prepaid expenses	(1,223)	1,197
Accounts payable	4,381	2
Deferred revenue	(11,341)	15,628
	(4,833)	19,891
<b>INCREASE IN CASH FOR YEAR</b>	26,992	51,555
<b>CASH AT BEGINNING OF YEAR</b>	151,099	99,544
<b>CASH AT END OF YEAR</b>	<b>\$ 178,091</b>	<b>\$ 151,099</b>

Cash includes investments and bank.

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

## NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2013

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### 1. SIGNIFICANT ACCOUNTING POLICY

**a) 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. Revenue is derived from membership fees and various social and educational programs and is recorded when the event is held.

**b) Revenue recognition**

Membership fees are recognized in the fiscal year to which they represent.

**c) 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 revenue and expenditures during the year. Actual results could differ from these estimates.

**d) The Canadian Institute of Chartered Accountants (CICA) Accounting Standards Board (AcSB) has issued a new accounting framework applicable to Canadian not-for-profit organizations. The Organization has adopted the new accounting standards for not-for-profit organizations for its fiscal year beginning July 1, 2011. The adoption of these standards had no impact on the previously reported assets, liabilities or income statement, statement of change in net assets and cash flow statement.**

### 2. INVESTMENTS

The fair market value of investments as at June 30, 2013 is \$100,329, as at June 30, 2012 is \$100,000 and as of July 1, 2011 is \$100,000.

### 3. FINANCIAL INSTRUMENTS

The Organization's financial instruments consist of cash, accounts receivable, bank indebtedness, accounts payable and accrued liabilities. The carrying amounts reported on the balance sheet for these financial instruments approximate fair market values due to their immediate or short-term maturities. Unless otherwise noted, it is management's opinion that the Organization is not subject to significant interest rate and credit risk arising from these financial statements.

There is no foreign currency risk.

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, 2012.



#### **4. CONTRACTUAL OBLIGATION**

The organization has contracted for management services requiring an annual payment of \$42,000 expiring 2014.

## **Strategic Alliances Committee**

### **Brent Beatty, Director**

The Chapter is very fortunate to have established long-term relationships with many of its partners in support of our Chapter. We continue to do this by building strong relationships and ensuring that deliverables are met and there is consistent follow-up with our partners after the event.

This year our "new" In-Kind Sponsorship Prospectus was very successful. We were able to increase sponsorship dollars for the larger events while continuing to provide more opportunities for our sponsors to showcase their products.

We also launched our new Diamond Education Sponsorship; although sadly it was not picked up, we have strong interest and two committed parties for the upcoming year to take on this new \$25,000.00 premier sponsorship

The Sponsorship Prospectus document is available for distribution in both hard copy and electronic version. Strategic Alliances continues to have a master list of sponsors that records previous contributions in cash sponsorships as well as the now formulized in-kind products and services.

The Strategic Alliances committee has achieved its financial objectives this year and extends a thank-you to all our sponsors. More importantly, we are looking forward to increasing our sponsorship revenues by almost 20% from \$109,720.00 to \$134,720.00 for 2013/2014.

We are still working closely with each committee to ensure we, as a Chapter, are cohesive in our objectives.

#### **Strategic Alliances Committee:**

Brent Beatty, Edmonton Tourism (Chair)

Jennifer Holly, Travel Alberta

## COMMUNICATIONS

### *David Dugas, Vice-President*

The Vice President, Communications oversees both the Publications and Community Outreach Committees. In addition to this, the VP Communications is responsible for the Web and Social Media communications to the membership. This includes relaying news - both local and from MPI HQ - recognizing sponsors, marketing upcoming events, and monitoring discussion groups to ensure compliance with our social media guidelines. Also under the VP Communications mandate is external communications with the local community and meetings industry at large. Some of the highlights under the VP Communications portfolio this year include:

- Recognition by Ottawa Mayor Jim Watson for the money raised at this year's MPI Charity Auction
- Publication in the Ottawa Citizen about MPI Ottawa's charity auction and donation to the Ottawa School Breakfast Program
- Liaise with MPI Foundation as local representative on MPI Ottawa's ECOS project
- Contribution of articles to the MPI Communique
- Manage MPI Ottawa Twitter account, now with over 916 followers, including live tweeting key events
- Manage MPI Ottawa Facebook page and Facebook group; both seeing increased activities and members (101 Likes, 224 members respectively)
- Website traffic overall increased 12% to ~40,000 unique visits over the 2012-2013 year

## Community Outreach & CSR Committee

### *John-Michael Maharaj, Director*

#### **Goal**

This committee is tasked to organize and execute fundraising activities: one major event to support a local charity, monthly draws to support a charity or foundation, a food drive to support a local organization, as well as venturing out into the community and doing outreach work.

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#### **Highlights/Accomplishments**

The very successful MPI Annual Charity Auction and Dinner, held on January 31, 2013 at the new Ottawa Convention Centre, had over 700 guests in attendance and raised over \$29,000 for charity. These funds will enable MPI Ottawa to donate to the Ottawa School Breakfast Program. With the money raised from our 50/50 draws at MPI Ottawa events and some donations from the MPI Ottawa Golf Day fundraising efforts, this brought the total raised for our Chapter Charity to over \$33,700.00.

At the December Festive Luncheon, we helped the Ottawa Food Bank "Drive Away Hunger" by donating over 400 pounds of food and contributing over \$300.00 in cash. What a great year for community outreach! The Community Outreach and CSR Team has gone to the Food Bank and sorted food on six different occasions.

The Community Outreach and CSR Team has also gone out and to be a part of the community.

The team has visited ten elementary schools and served breakfast to the kids. The Team also created and filmed a PSA for the Program which they will be using in their information.

There is a wonderful team of volunteers you see at monthly events, selling 50/50 tickets or planning the next MPI 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:**

John-Michael Maharaj (Director)	Simply DMC
Andrea Pinsent-Martineau	Canadian Association of Schools of Nursing
Rose-Marie Racine, CMP	Justice Canada
Helene Kenney	National Judicial Institute
Ryan Watson	Brookstreet Hotel
Diana Dooley	Creative Mixx
Denise Compean	Student
Lisa Holmes	Human Resources and Skills Development Canada
Lydia Peltz	Minto Suites Hotel
Andrea Wagner	Health Canada - Pest Management Regulatory Agency
Dawn Wilson	Royal College of Physicians and Surgeons of Canada
Jenna MacLeod	Holiday Inn & Suites Ottawa Kanata
Allison Collins	Sheraton Wall Centre Vancouver
Kelly Eyamie	Diefenbunker
Alison Hunter	Hilton Garden Inn-Ottawa Airport
Sarah Landry	The Ottawa Hospital Foundation
Annie Sabourin	Chateau Cartier Hotel
Rebecca Vorstaz	Holiday Inn Select Downtown Ottawa
David Dugas	DE Systems

***Publications Committee***

***Iana Ciatti & Melanie Hudson, Co-Directors***

The Publications Committee is responsible for producing nine issues per year of the Communiqué newsletter which provides event promotion and coverage, news, advertising, member announcements, articles of interest in service to our membership as a way to inform, promote and instruct. The Publications Committee members are also active on three main social media channels also designed to promote community. The committee also assists with the content in the Annual Membership Directory.

**Highlights/Accomplishments**

- We have successfully published nine issues of Communiqué ranging from 16-24 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 added Social Media into our reporting mix with pictures, announcements and promos
- We fulfilled all advertising obligations for Gold and Platinum event sponsors.
- We have continued to work with Applecrate Inc. for advertising sales, as well as printing of the newsletter and directory, and have seen an increase in advertising sales.
- We successfully recruited new members, maintained an engaged committee including a new proof-reader and two feature writers, and a student for whom we provided training and produced documents to aid in orientation for the role.
- We have created a Dropbox File Sharing system to permanently house committee publication materials such as Style Sheet, Committee List, Sponsorship Tracking Sheet, and Deadline Grids and to facilitate the sharing of pictures, articles and more.

**Publications Committee:**

Iana Ciatti (Co-Chair), Horizant Inc.  
 Melanie Hudson (Co-Chair), FSNA  
 Doreen Ashton Wagner, Greenfield Services Inc.  
 Cynthia Beaudin, Canada Foundation for Innovation  
 Julie Begbie, CMP, National Judicial Institute  
 Pierre Bisailon, Project Speaker Inc.  
 Nicole Burchat, The Conference Board of Canada  
 Judy Fredette, Honourary Member  
 Andrew Horsfield, Lord Elgin Hotel  
 \*Melonea Kelly, National Hotel Ottawa  
 Lydia Peltz, Minto Suite Hotel  
 Sunnie Shuang Ma, Algonquin College student  
 \*Patricia Simpson  
 Janette Rached, Certified Event Manager  
 Monique Racine, Association of Universities and Colleges of Canada  
 Brian Scott, Scott Photography  
 \* *partial term*

## EDUCATION

### ***Claire Fitzpatrick, CMP, CMM, Vice-President***

The Vice-President of Education is responsible for two committees: Programs & Education and Strategic Education.

We kicked off the 2012/2013 with a Roundtable Breakfast “Speak Easy” for Senior Planners. Eleven planners participated and provided us with their feedback on what is working well with the education program; what isn’t working well; why they weren’t attending; would they contribute in other forms such as developing workshops, becoming trainers, composing case studies, etc. They spoke, and, we hope we listened! A few of the suggestions will be implemented immediately: sessions will be promoted much earlier; presenters will be solicited from non-Chapter members; and the level of experience for sessions will be identified.

Under the leadership of our two Co-directors, Ruta Klicius, CMP and Nick Sont, CMP, our members were well taken care of. Ruta has completed her term and we are fortunate that such a dedicated professional was at our helm. Ruta’s warmth and compassion for her role exemplified the true meeting professional. Strategic Education, under the leadership of Karen Wieserma, delivered a great NMID program for our members.

As this is the end of my term, I would like to extend my thanks to our members who have spoken out as to what challenges our Chapter faces in terms of competition from other organizations and the level of education they want us to aspire to. We have requested additional funds to bring in presenters that will deliver what you want! I also want to thank everyone for allowing me to continue to learn and grow.

Now I would like to welcome Dianne Dodds as your new VP Education. Dianne has been a member of the committee for many years, and as a seasoned planner will continue to bring quality sessions to our members. I would also like to introduce Brendan St. Jacques, an active committee member who has stepped up to work with Nick as a Director. Our Chapter is in very good hands with the new Education leadership for 2013-2014!

### ***Program and Education Committee***

#### ***Nicolaas Sont, CMP, & Ruta Klicius, CMP, Co-Directors***

Co-Directors Ruta Klicius, CMP and Nicolaas Sont, CMP divided their duties by each taking the lead for half of the program year. With talented and committee members, the year’s program kept a good balance between education and networking functions.

Completing her two-year term, Ruta Klicius, CMP has handed over her role to Brendan St. Jacques, who will bring a fresh and energetic perspective to the committee. This awesome duo is bound to deliver high quality education opportunities to our members.

Together with the VP of Education, Claire Fitzpatrick, the Co-Directors were consistent in obtaining clock hour credits for members through the Convention Industry Council, providing further value to attending the educational events.

**August 2012:** Ryan Young headed up this year’s 13<sup>th</sup> Annual Golf Day, held at The Marshes for a day on the links. The fundraising portion of this event included a live auction and raffle raising a combined \$5,910.00 for the School Breakfast Program. Due to the continuously successful

fundraising nature of this event, it was determined it would be moved to the Community Outreach portfolio for the 2013-2014 program year under a new Co-Director position.

**September 2012:** The Back to MPI Kick-Off & AGM at the National Hotel and Suites set the bar for the year. The creative food and beverage is still being talked about at the end of the year. The sweets table was a force to be reckoned with!

**October 2012:** The October educational event took learning and practices of green meetings to a new level. With a variety of speakers both onsite and through videoconference, attendees learned how to advance practices beyond the standard green meeting practices. This educational workshop included a new and unique green meetings trade show, and a tour of the LEED certified host venue, the Canadian War Museum.

**November 2012:** Back for a another opportunity to share their expertise, Mark Nisbett (Brookstreet Hotel) and Joanne St- Pierre (Niagara Tourism) dove into hotel contracts “Tips for Easier Contract Review.” The day of presentation, Joanne was battling laryngitis and couldn’t speak, but she was in the background making sure Mark stayed on track.

**December 2012:** The ever popular December Festive Luncheon continued to be the best attended P&E networking event of the year. This year’s theme ‘50 Shades of Holiday Magic’ also included a candy buffet full of in-kind sponsor treats from cupcakes to gourmet chocolates.

**February 2013:** Technology Day was repeated at the Hilton Garden Inn Airport. The morning began with five modules/demonstrations for members. During lunch, James Spellos, CMP, CMM shared the apps that a meetings professional could use in day to do their work. In the afternoon, modules continued and James offered an excel workshop geared to meeting planners.

**March 2013:** Headed by Dianne Dodds, CMP and held at the Albert at Bay Suites Hotel, the March Roundtables continued to deliver quality education to Ottawa members. Topics included working with the federal government, legal issues, mobile apps for meetings, and more.

**May 2013:** A new format of education session was delivered which brought our members a hot breakfast with keynote speaker. Len Millbower delivered ‘Meet like a Mouse’, showing attendees the process and successes that made Walt Disney theme park events so successful. This format was so well received that the P&E Directors will continue to deliver a hot breakfast keynote next year.

**June 2013:** The Carnival was in town for the lively and colourful year- end event. A tribute to all chapter volunteers, the evening was fun with great networking opportunities and an entertaining magic show. The dessert was a variation of the carnival funnel cake!

**Committee Members:**

Cynthia Beaudin, Canada Foundation for Innovation

Denise Compean, Student

Dianne Dodds, CMP, Royal College of Physicians & Surgeons of Canada

Brian Henry, Quality Entertainment

Lisa Holmes, HRSDC

Alison Hunter, Hilton Garden Inn Ottawa Airport

Nicole Jeffrey, Canadian Produce Marketing Association

Darlene Kelly-Stewart, STONEHOUSE Sales & Marketing Services

Sarah Landry, The Ottawa Hospital Foundation

Terri-Lee Lefebvre, RA Centre

Lisa Lipowski, Curly Dog Communications Inc.

Ramona Moore, Plan Ahead Events  
Marlee McElligott, County of Carleton Law Association  
Brendan St. Jacques, Delta Hotels & Resorts  
Joanne St-Pierre, Niagara Falls Tourism  
David Tubbe, Event Technology Services Canada  
Claudia Urrutia, CMP, Novotel Ottawa  
Kimberly Wilson, Novotel Ottawa  
Stephanie Wolkowycki, AMMI Canada

## **Strategic Education Committee**

### **Karen Wiersma, Director**

This committee is responsible for the successful planning and implementation of:

- National Meetings Industry Day (NMID);
- A CMP Study Group in preparation for the Certified Meeting Planner [CMP] exam held in January/February; and
- Presentation of the Chapter's Influence Award

### **Highlights/Accomplishments**

The CMP study group began meeting in September/October in preparation for the January/February exam. Claudia Urrutia, CMP and Heidi Rodger, CMP were co-study group leaders. With four participants, the leaders and the group jointly agreed on a meeting schedule and process for learning the subject matter.

For the fourth time, NMID was launched by inviting members and non-members to visit the national NMID website. The eight chapters, led by the Ottawa Chapter, agreed to share a hosted website defining NMID and providing portals to all chapters for event and registration information.

This year the event adopted the theme of: "The Meetings Industry: Champions of the Human Connection". A letter from Prime Minister The Right Honourable Stephen Harper was presented at the event, which stated:

*"This special day of activities offers a wonderful change to raise the profile of your industry and to underscore the many benefits it creates. Business meetings and events are an important generator of revenue and ideas, bringing diverse people together to share knowledge and enhancing the quality of life of communities in which they take place."*

After breakfast, Warren Evans, CSP Hall of Fame, presented our keynote address called "Of MICE and Trends", referring to the Meetings, Incentives, Conference and Events industry. After a quick transition break, Steph Pfeilsticker, CMM, CMP, MBA not only shared with us her experience planning her company's first hybrid meeting, but how she built a case to get her employer to buy into the idea. Warren Evans, CSP Hall of Fame, returned to the podium to speak to us about how to choose and connect with your speaker. During lunch, we challenged each table to create their own centerpiece out of the Lego provided, which symbolized connecting. Each table was up for the challenge and a tough decision had to be made by our celebrity judges – Warren and Steph. The participants with the winning centerpiece each received a Tim Horton's gift card to 'connect over coffee'. We then connected virtually with Mike van de Vijver from Italy with the help of our moderator Darlene Kelly-Stewart, to speak to the



seven fundamentals of having a meeting. We also had the attendees working their way around the room to match up the seven graphic designs on posters to the word phrases provided. These seven phrases were the chapters of Mr. van de Vijver's book.

Overall feedback from the 2013 NMID was well and members learnt new ways to enhance the human connection.

**NMID 2013 Organizing Committee:**

Karen Wiersma, The National Hotel & Suites (Chair)  
Marie-Louise Doyle, Doyle & Associates Event Planners  
Jacques Drury, CMP, The Ottawa Convention Centre  
Andrew Horsfield, The Lord Elgin Hotel  
Darlene Kelly-Stewart, Stonehouse Sales & Marketing  
Stephanie Seguin, Albert at Bay Hotel  
Lisa Holmes, HRSDC

## **MEMBERSHIP**

### ***Greg Plazek, Vice-President***

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

### ***Membership Committee***

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#### **Results**

We are concerned that the membership numbers have dropped from 318 in June 2012 to 297 members at the end of June, 2013. This trend is not isolated to the Ottawa chapter and is being experienced across Canada and internationally. The Membership committee has been following up with non-renewing members to identify any trends in why they are not renewing. The main reasons identified have been changing jobs and sometimes outside of the meetings industry as well as economic reasons. We will continue to focus on recruiting and maintaining current members in 2013.

We have maintained our student in transition program within the chapter. We did not put a lot of focus on this program this year, but plan to promote this further in the 2013 / 2014 year. We also plan to continue to recruit members at educational institutions. We did a visit to Algonquin College last March and this resulted in about 3 new members signing up with MPI Ottawa. The Membership committee this upcoming year will also be designating a specific Student Liaison role within the committee.

We did not host any member orientation sessions before events this year as we felt we were taking new members away from excellent networking opportunities. In 2013 / 2014, we will be scheduling 2 specific new member orientation sessions. We will continue to call new members and first time attendees of events in advance. They have a special designation on their badge at events to identify them and encourage people to welcome them.

The MPI Bucks program was strong again this year. It had great new energy from the initiatives of Martha Tobin and Riccarda Galioto who continued with beautiful packaging for the certificate. Riccarda will be leaving our committee and we will be having another member step in to assist Martha with this program – thank you for all your help and hard work Riccarda! We once again, gave \$50 worth of MPI bucks this year to all award nominees for the MPI Gala. This was first done in 2012. Winners received a larger amount. We also developed, with the assistance of the secretariat, a tracking sheet of all winners so that we can better record and keep statistics on how the MPI bucks are being used and be able to follow up with winners that have not used their prizes.

We submitted 2 articles to Communique that presented member benefits and we maintained the MPI Bucks corner this year also. In this, we highlighted winners from previous months and also reported on how MPI bucks were spent by previous winners within the chapter. We will continue this and include any fun testimonials to again create awareness and interest

It was decided that in 2013, we once again invited all our member volunteers to the Summer Bash dinner in June, complimentary as a thank you for their volunteering through the year and as a member benefit!

The Membership committee took over the production of the MPI Ottawa Directory in 2012 and we produced (with much assistance from the entire committee and the secretariat) the 2012/2013 MPI Ottawa Membership Directory that was distributed at the 2012 Kick-off event. We will once again this summer be working on this to be distributed at the Kick-off event in September, 2013. We worked with Jean-Guy Brunet of Applegate for the Advertising Sales and Production/Printing of the directory and he has been a valuable resource to us.

In 2013, we helped to promote the annual MPI International Member satisfaction survey in March. In 2013-2014, the Membership committee will be developing, conducting and reporting results of our own MPI Ottawa survey.

We look forward to a busy year ahead on the Membership committee.

**Membership Committee:**

Greg Plazek, Westin Bayshore, Vancouver (Chair)  
Andrea Fernandes, Canadian Museum of Nature  
Guido Guzzo - AVW-TELAV Audio Visual Solutions  
Martha Tobin, Accolade Promotion Group  
Kimberly Wilson, Novotel Hotel  
Riccarda Galioto, AMMI Canada  
Barbara Ourtschoorn Direct Energy Centre  
Maryse Morin, Hilton Lac Leamy  
Kris King ,Allegra Print  
Louise Gervais, Royal College of Physicians & Surgeons of Canada

**Recognition and Awards Committee**

**Chantal Montpetit, CMP, Director**

The Awards committee started the planning of the 2013 Gala already knowing the theme of the event would be "MOTOWN". Both the committee and the Board were pleased to confirm, before the end of last year, that the entertainment for the evening would be sponsored by Tourism Toronto with a 14 piece Motown band. With this theme, and plenty of volunteer support, the Awards Gala was a great success and the comments from the survey were very positive.

**1. Recognition for the nominees**

For the second year, all nominees received a gift certificate of MPI Ottawa Bucks value of \$50.00 valid for any MPI Ottawa events or suppliers until June 30th 2014. All award winners received \$250.00 under the same term.

**2. Nominations**

The nomination team promoted the nomination process through an article in the MPI Ottawa Communiqué, e-blasts sent to the membership, and a posting on the MPI Ottawa website encouraging everyone to nominate. The efforts proved successful as we received a total of 24 nominations for six awards.

All of the award categories received at least two nominations each, and after deliberation by

the Executive Committee, the recipients in each category were chosen. The President's Award was not bestowed this year. Sincere congratulations to all the Award Nominees for their well-deserved recognition.

The Award Recipients for 2013 were:

**Student of the Year:** Denise Compean, Algonquin College  
**Rising Star of the Year:** Ryan Young, Brookstreet Hotel  
**Supplier of the Year:** Scott Ventresca, Tourism Toronto  
**Planner of the Year:** Marye Menard-Bos, CMP CMM, National Judicial Institute  
**Mentor of the Year:** Patricia Pearson, CMP, Brent Moore & Associates  
**Volunteer of the Year:** Lisa Holmes, HRSDC  
**Honorary Member:** Michelle Shortall

### 3. Meet sponsorship revenues for the Gala

With the assistance of the Strategic Alliances Committee, the Gala Committee achieved the 2013 targets for sponsorship revenues. Many thanks to the sponsors of the Gala, including:

**Platinum Sponsor:** Edmonton Tourism

**Host Sponsor:** Hilton Lac Leamy

**AV Sponsor:** AVW-TELAV Audio Visual Solutions

**Gold Sponsors:** Tourism Toronto, Meetings and Conventions Calgary and Tourism Winnipeg

**Silver Sponsors:** AVW-TELAV Audio Visual Solutions, Quebec City Tourism, The Westin Ottawa, ConferSense Planners Inc./D.E. Systems, Outaouais Tourism, AV-Canada and Travel Alberta

**Emcee:** Porter Airlines and Fairmont Tremblant Resort

**In-Kind sponsorship:** Tourism Toronto, EventMobi, Meetings & Incentive Travel, Mastermind Rental, Scott Photography, Mediaco, and Hilton Worldwide

### 4. Ticket sales

This year's Gala attendance was lower than the previous year with 302 attendees. The room capacity of the Hilton Lac Leamy could have accommodated more attendees. In terms of profitability, preliminary indicators point to a 5% increase in the funding remittance the Gala was able to provide for the Chapter.

### 5. Succession

The Director of Recognition and Awards for the 2013-2015 term will be fulfilled by Diane Fowles. Diane has been a member of the committee for the last 3 years and she will certainly provide great continuity for the committee.

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

Chantal Montpetit, Canadian Construction Association (Chair)

Diane Fowles, Events by Diane

Guido Guzzo, AVW-TELAV Audio Visual Solutions

Ron Hanniman, Creative Edge Studio

Steward Hartley, Xibita

Maryse Morin, Hilton Lac Leamy

Carole Morissette, Delta City Centre

Norm Reid, Mediaco- The Presentation Company

Lisa Sharman, The Howes Group



# THE 2012 ANNUAL GENERAL MEETING

## MINUTES OF THE 2012 ANNUAL GENERAL MEETING

Thursday, September 13<sup>th</sup>, 2012

18:00 – 18:30

The National Hotel & Suites, Ottawa ON

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

Kristen Abraham, Julie Begbie, Alyssa Bignell, Nathalie Boulet, Marie Josee Boyd, Denise Breau, Francois Brunet, Lira Buschman, Louis Buschman, Cori-Ann Canuel, Ellie Charters, Iana Ciatti, Lindsay DenBoer, Marie-Louise Doyle, Jacques Drury, David Dugas, Markus Fisher, Claire Fitzpatrick, Riccarda Galioto, Cindy Gascon, Louise Gervais, Bryan Glube, Nicole Graves, Guido Guzzo, Jennifer Holly, Lisa Holmes, Andrew Horsfield, Melanie Hudson, Nicole Jeffrey, Ruta Klicius, Terri-Lee Lefebvre, Roger Leroux, Sheila Love, Lesley Mackay, John-Michael Maharaj, Marlee McElligott, Marye Menard-Bos, Jill Mimeault, Chantal Montpetit, Maryse Morin, Carole Morissette, Kim Morissette, Lydia Peltz, Ginette Pierunek, Janette Rached, Heidi Rodger, Annie Sabourin, Nathalie Sarthou, Chuck Schouwerwou, Brian Scott, Brigitte Seguin, Stephanie Seguin, Nicolaas Sont, Kristina Sparkes, Brendan St. Jacques, Martha Tobin, Claudia Urrutia, Scott Ventresca, Rebecca Vorsatz, Andrea Wagner, Hester Whatman, Karen Wiersma, Kimberly Wilson, Monica Wolkowycki, Stephanie Wolkowycki

1. CALL TO ORDER: Markus Fisher, Immediate Past President, called the meeting to order at 18:05.
2. ESTABLISHMENT OF QUORUM: Markus Fisher, 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 Francois Brunet and seconded by Riccarda Galioto to accept the agenda as circulated. Carried.
4. APPROVAL OF THE 2012 INTERIM ANNUAL GENERAL MEETING MINUTES: It was moved by Lira Buschman and seconded by Kim Wilson to approve the minutes of the 2012 Interim Annual Meeting. Carried.
5. AUDITED FINANCIAL STATEMENTS: The Past President introduced the 2011-2012 financial statements and shared some overview comments provided by Patricia Pearson, outgoing VP Finance. The Past President then moved to dispense with the reading of the financial statements of MPI Ottawa and the Auditors' Report thereon for the period ending June 30th 2012, prepared and signed by the accounting firm Nephin Winter & Bingley, and to accept them as presented. It was moved by Chuck Schouwerwou and seconded by Jacques Drury Carried.
6. PRESENTATION OF THE ANNUAL REPORT: It was moved by Brian Scott and seconded by Denise Breau to accept the agenda as circulated. Carried.
7. ADJOURNMENT: It was moved by Louise Gervais and seconded by Denise Breau to adjourn the meeting. Carried. Meeting adjourned at 18:13.

## LEGACY OF DEDICATION

### Past Presidents' Honour Roll (1984-2013)

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