

2013-2014 Annual Report

Presented at the
Annual General Meeting
September 11, 2014

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MPI OTTAWA CHAPTER BUSINESS PLAN & DASHBOARD METRICS

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

- **Build** a Great Organization - Create a remarkable culture and structure
- **Evolve** from Association to Global Community - Deploy programs, knowledge platforms and brand architecture to align with the vision
- **Reinvent** 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

Chapter Business Metrics / Goals

1. Engagement/Participation

1.1. Increase attendees at education programs

Target: 395

Accomplishment: 429

1.2. Increase number of new members participating

Target: 60

Accomplishment: 69

1.3. Increase satisfaction of education programs

Target: 4.0 out of 5.0

Accomplishment: 3.99

2. Membership Satisfaction

- **Target:** Ensure an 8.2 overall Member Satisfaction Score on Annual member care survey (*conducted by MPI HQ*)
- **Accomplishment:** 8.36

3. Net Member Growth

- **Target:** Ensure a 0% increase in net new members (*retention & recruitment*)
- **Accomplishment:** 2%

4. Chapter Financial Management

- **Target:** Ensure a 2.5% Educational Investment Ratio and a 0% Gross Margin
- **Accomplishment:** 14.1% Educational Investment Ratio and a -9.7% Gross Margin

Educational Investment Ratio = Total Education Expense divided by Total Revenue

Gross Margin = Total Revenue less Total Expenses divided by Total Revenue

OBJECTIVES:

The following objectives were identified for the 2013-2014 annual business plan. All these objectives were also accomplished by your Board leadership.

1. Administration and Leadership:

- a. Increase member engagement
- b. Chair and lead the Governance and Nominations Committee
- c. Identify future committee and chapter leaders
- d. Poll current board members on what information should be added/ removed/ revised in the Orientation package and Policies and Procedures
- e. Liaise with Chapter Administrator to ensure annual updates are made to the Orientation package and Policies and Procedures
- f. Write 3 articles focusing on the MPI Foundation; Grant Programs, What's New...
- g. Member Growth: Encourage member retention
- h. Improve member satisfaction
- i. Increase number of ACTIVE Volunteers
- j. Identify future committee and chapter leaders

2. Education:

- a. Produce and deliver five innovative, high-quality educational workshops
- b. Produce and deliver three engaging networking events
- c. Explore minimum of two new venues for events
- d. Offer a minimum of 10 CEU clock hours offered
- e. Produce and execute CMP Study Group
- f. Produce and deliver 2014 NMID

3. Membership and Recognition

- a. Awards Gala: Secure minimum of 250 paid attendees; Minimum 3 nominees in each category; effective recognition of nominees & award recipients.
- b. MPI Bucks: Award minimum of 6 MPI bucks \$50 certificates at monthly events; process all MPI bucks redemption requests; create MPI Bucks Corner in Communique.
- c. Produce 2 articles from the Membership committee for 2 issues of Communique
- d. Conduct survey; summarize and present survey findings to the Board.
- e. Coordinate the production of 2014/2015 Membership Directory
- f. Host two New Member orientation sessions
- g. Initiate membership phone call program
- h. Increase membership
- i. Committee Review and implement restructure

4. Communications & Publications

- a. Increase Web Visits
- b. Provide stronger communications from MPI HQ to membership
- c. Review current content and develop new content for directory
- d. Produce and execute a minimum of 9 chapter newsletters
- e. Ensure a minimum of \$22,950 over the fiscal year in advertising revenue

- f. Maintain a continuous engagement strategy through LinkedIn, Facebook and Twitter
- g. Promote upcoming Events

5. Strategic Alliances & Finance

- a. Review of current finance policy
- b. Create/Write investment policy
- c. Create/Write Reserve Fund Policy (How do we use it?)
- d. Create/Write Budget Policy (eg. Provide Business Case/Rationales when submitting budgets)
- e. Review current budget templates to ensure “user friendliness”
- f. Securing strategic partnerships

6. Community Outreach & Special Events

- a. Ensure CSR component for Golf event
- b. Charitable donation to the Ottawa School Breakfast Program & The Rideau Conservation Foundation
- c. Implement/Introduce Golf Day Sustainability
- d. Raise awareness and funds for a local charities through the selling of 50/50 tickets
- e. Raise awareness and funds for the Ottawa Food Bank by conducting food drives for food and monetary donations
- f. Raise awareness for the Ottawa Food Bank toner recycling program
- g. Coordinate and execute one Special Event to raise funds (\$17,000) for a local charity such as Ottawa School Breakfast Program
- h. Coordinate at least 6 opportunities for the committee to volunteering onsite in the schools that benefit from the monetary donations
- i. Coordinate at least 6 opportunities for the committee, members of the board and other committees to volunteering onsite at the Food Bank

BOARD OF DIRECTORS

Executive Committee

President	Marie-Louise Doyle <i>Doyle & Associates Event Planners</i>
President Elect	Jennifer Holly <i>Travel Alberta</i>
Immediate Past President	Lira Buschman, CMP <i>Union of Canadian Transportation Employees</i>
Vice-President, Communications	David Dugas <i>D.E. Systems Ltd.</i>
Vice-President, Education	Dianne Dodds, CMP <i>Royal College of Physicians & Surgeons of Canada</i>
Vice-President, Finance	Ryan Young <i>The Banff Centre</i>
Vice-President, Membership	Greg Plazek <i>Westin Bayshore, Vancouver</i>

Directors

Co-Directors of Community Outreach and Corporate Social Responsibility	Riccarda Galioto <i>AMMI Canada</i> Allison Collins <i>Sheraton Vancouver Wall Centre Hotel</i>
Director of Leadership and Volunteer Management	Darlene Kelly-Stewart <i>Stonehouse Sales & Marketing Services</i>
Co-Directors of Program and Education	Nick Sont, CMP <i>Yes We Plan Event Management Inc.</i> Brendan St. Jacques <i>IHG Americas Sales</i>
Co- Directors of Publications	Iana Ciatti <i>Horizant Inc.</i> Jennifer McAndrew <i>Mastermind Events Inc.</i>
Director of Recognition and Awards	Diane Fowles, CMP <i>Events by Diane</i>
Director of Strategic Alliances	Scott Ventresca <i>Tourism Toronto</i>
Director of Strategic Education	Karen Wiersma <i>Ottawa Marriott</i>

PRESIDENT'S MESSAGE

Marie-Louise Doyle

Dear MPI Ottawa Members:

When you come into the Presidency, you have a lot of fantastic ideas: you want to conquer the world and be an instrument of relevant and necessary change. Then you attend your first MPI Board meeting as President, and it's your turn to call the meeting to order, and you realize - even though you've been in the room for years, you've studied the policies, procedures and by-laws - that you actually don't know what you're doing. You've relied on your Past President to run the meetings allowing you as a Director or member of the Executive to focus on the business at hand. You take in a deep breath, call your first meeting to order AND your year starts! And how this year went: so well, AND so quickly!

This was the year to take last year's "Back to Basics" teachings and challenge the Board to think outside the box and deliver on our objectives. At the onset of this year, I created a challenges document that literally challenged the Board to meet certain objectives outside of the standard fiscal goals. These challenges were drawn from post event survey results to ensure that the challenges that I had set out were relevant to the membership. I am very proud to say that this Board did a stellar job on delivering on both fronts, BIG TIME!

We delivered, with consistent and extremely positive post-event survey responses, the following:

- 4 networking events
- 11 educational events
- 2 fundraising events
- 9 Communiques
- 9 Newsletters
- 2 board retreats
- 10 Board meetings

My theme for the year was "MPI - The Place to Learn!". I believe whole heartedly that every day you learn something. Something new, something relevant, even something stupid; but you've learned. I wanted our educational programs to succeed like never before and to promote our industry and the tools needed to be a success. As a Board we increased the Program & Education budget so that we could get better speakers, better teachers, and better learning opportunities. The surveys show that we met that objective with responses being very positive.

We also met our community outreach goals and raised a total of \$26,191.07 to various Ottawa based charities. Full details are found in the Community Outreach section.

My personal goal as President was to create a three year strategic business plan. Since a term in the President's office lasts three years, it made sense to structure a plan that would allow the President's office to remain consistent in its approach to effectively administer MPI and its long term objectives. Along with the adoption of this three year strategy comes a change to the Board structure. This change allows for the Directors and Executive to become more strategic in their approach, leaving the tactical decisions and recommendations to be made by Committee Chairs. Often the Board members are so "deep in the weeds" dealing with the day to day work of a portfolio, we're not given the opportunity to plan strategically for the continuous evolution of the Chapter. The strategic planning is necessary for this Chapter's continued growth and success. The full implementation of this model will come to life under the leadership of Jennifer

Holly, and I know that it will allow your Board to represent and deal effectively with your concerns and the future of this Chapter.

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 monetary and in-kind sponsors, the Chapter could not continue its important work.

In closing, taking on the Presidency has been the highlight of my career. It is a daunting task to take on this role; it is a serious one and one that deserves both dedication and respect to those who held the gavel before me. Working with this Board has been a privilege.

I do hope that this membership has benefited from my Presidency as I have from our Past Presidents and their leadership. It has been an honour for me to serve as your President over the last year.

"Attitude is a reflection of leadership"

PRESIDENT ELECT'S MESSAGE

Jennifer Holly

Hello MPI Ottawa Members,

Challenge, perseverance, and achievements through team work are the best words to describe this past year. I have to say it has been quite the year, learning and becoming prepared for 2014-2015 presidency.

With the implementation of many brilliant new changes - for example the restructuring of the Board and its positions to enhance succession planning - we are set to provide opportunities to improve our effectiveness moving forward. Our multi-year Strategic Business Plan, which Marie Louise worked on relentlessly, will ensure our chapter continues to move onwards and upwards in the right direction.

It is incredible to look back on key moments from this year and see how things have changed - and for the better as we heard time and time again. Unique and creative programming was introduced for National Meetings Industry Day which proved to be the most popular event of the year. Newly revised partnership opportunities have provided more opportunities to our members, with additional benefits added to deliverables as we provide even more value to our supplier members. This is just a sample of some of the key moments throughout the year that I was privileged to have witnessed.

I am so pleased to say that 2013-2014 proved to be a year of stargazing, and it has set the foundation for 2014-2015 to be a year of change. I am honoured to be a part of this upcoming year and look forward to working with our exceptional board to ensure these changes are executed properly to benefit our members moving forward.

I have been a long standing member of MPI. Every time I meet with the Board or participate at a monthly event, I am reminded that the MPI Ottawa Chapter is strong, effective and successful. So I look forward to working hard for each and every one of you in this exciting year to come as we continue in this pattern!

IMMEDIATE PAST-PRESIDENT'S REPORT

Lira Buschman, CMP

Under the leadership of our President Marie-Louise Doyle, I was tasked to examine and recommend changes to the Board of Directors that would allow the governing body to respond to the needs of the Chapter as we move forward. I happen to enjoy all things administrative so I was prepared for the task. With support from Darlene Kelly-Stewart, Director of Leadership Development & Volunteer Management, all policies, practices and the actual structure of the board was reviewed. Changes were implemented in all of these areas and I believe they will allow the board to better reflect and respond to the needs of the membership.

As Immediate Past President, my main responsibility was to chair the Governance and Nominations Committee - whose task is to ensure that the new members to the Board of Directors are strong representatives of our Chapter. The committee reviewed each application and interviewed each candidate. Our philosophy was that the Board needs the right applicant with the right skill set; otherwise we need to leave the seat empty. Luckily we were able to fill all of the upcoming vacant positions. As such, it is with pleasure that I confirm the 2014-2015 MPI Ottawa Chapter Board of Directors.

POSITION	NAME
President <i>(One-Year Term)</i>	Jennifer Holly Travel Alberta
President Elect <i>(One-Year Term)</i>	David Dugas D. E. Systems Inc.
Immediate Past President <i>(One-Year Term)</i>	Mary Louise Doyle Doyle & Associates Events Planners
Vice-President, Finance <i>(Entering Final Year of a Two-Year Term)</i>	Ryan Young The Banff Centre
Vice-President, Communications <i>(Two-Year Term)</i>	Alison Hunter Hilton Garden Inn Ottawa Airport
Vice-President, Education <i>(Entering Final Year of a Two-Year Term)</i>	Diane Dodds, CMP Royal College of Physicians and surgeons
Vice-President, Membership <i>(Two-Year Term)</i>	Chantel Beaupre Say Something Communications Inc.
Director of Community Outreach <i>(Entering Final Year of a Two-Year Term)</i>	Riccarda Galioto AMMI Canada
Co-Director, Program and Education <i>(Entering Final Year of a Two-Year Term)</i>	Brendan St. Jacques IHG AMERICAS SALES
Co-Director, Program and Education <i>(Two-Year Term)</i>	Alyssa Bignell Courtyard by Marriott Ottawa Downtown
Director of Publications <i>(Entering Final Year of a Two-Year Term)</i>	Jennifer McAndrew Mastermind Events Inc.
Director of Leadership & Volunteer Mgmt <i>(Entering Final Year of a Two-Year Term)</i>	Darlene Kelly-Stewart STONEHOUSE Sales & Marketing Services
Director of Recognition and Awards <i>(Entering Final Year of a Two-Year Term)</i>	Diane Fowles, CMP Events by Diane
Director of Strategic Alliances <i>(Entering Final Year of a Two-Year Term)</i>	Scott Ventresca Toronto Tourism

Director of Strategic Education
(Two-Year Term)

Sandra Leslie, CMP H-C
University of Ottawa, Department of Radiology

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

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

Leadership & Volunteer Management

Darlene Kelly-Stewart, Director

This portfolio was new to the Board structure starting in 2013-14. The initial mandate for the Director was to envision a volunteer management platform - to build and provide a structure and mechanism to seek, place monitor and manage the chapter volunteers. Using the existing volunteer database and on-line tools, we rebuilt the Volunteer Submission Form and created a Volunteer Questionnaire. The questionnaire was designed to have the volunteer quickly and easily describe their volunteer wishes, wants and availability. Parallel to building the volunteer questionnaire, we asked our committee directors to conduct an assessment of their volunteer opportunities, committee structures, and define tasks or strategies to support the purpose of the committee. They were also asked to determine how many new volunteers they could easily bring on board, while ensuring each volunteer's time would be well spent, productive and rewarding.

The new structure was adopted and adapted to suit our chapter needs to fill volunteer positions based on this needs assessment and the skills and experience of the volunteers. Having the structure and mechanism established, our recruitment of volunteers is an ongoing campaign and is supported by all board and committee members.

Number of Volunteer submissions received September to June: 29

Number of Volunteers placed September to June: 25

Number of overall chapter volunteers: 93

Ratio of volunteers to members: 93 / 305

The DLVM was also assigned a permanent position on the Nomination and Governance committee directed by the Immediate Past President. This appointment is intended to support the IPP in the search for valid nominations for Board positions, as well as ensuring VPs and Directors are managing their portfolio and volunteers to identify future leaders and provide a successful and competitive succession planning stream within their structures. This support also extends to the review and update of upcoming and existing job descriptions.

The DLVM is also to assist the Presidents, Vice Presidents or Directors as requested in any program or project that requires strategic or long term construction or management goals.

Two such projects were initiated in 2013-14:

1. Board Assessment and Restructuring Plan

This project was self-identified during the review of committee structures, goals and objectives, and the portfolio alignment for our VPs. A thorough review was conducted and recommendations were presented to the board to. It was decided that the Chapter should restructure the current Board of Directors based on the goals and objectives of committees.

Observations:

- VP focus was not comprehensive with the committees within their portfolio; Committees either did not FIT with VP Objective or evolved different focus.
- The Board structure was increasing due to multiple co-director positions. Although not initially the intention, all co-directors assumed voting roles on the board through neglect of proper job descriptions and policy and procedure governance.
- We have keen and interested chapter members who volunteer, or want to volunteer, but who need detailed assignments that fit their schedules and contribution levels.
- The Board members were too involved with the “hands-on” work of the committee and not focused on the strategic goals of the Chapter; the directors were not “directing”, but rather completing the tasks of the volunteers.

Recommendations:

- Need to make more room for more volunteers and develop clear channels for succession within the Chapter’s volunteer structure, including the Board.
- The Board should move to the “chair” volunteer model where Chair positions are introduced for events or certain projects/initiatives.
- Program & Education should separate into two sub-committees - one for Education, one for Networking - with the potential for networking to move to Membership.
- Both the Publications and Community Outreach committee should take on more volunteers so tasks can be redistributed to balance the work of the Co-Directors.
- The Membership Committee needs additional Directors or Chairs so the VP can manage the strategic plans.
- The Awards and Recognition committee is currently only focused on the Awards Gala. The committee needs to take back ongoing recognition as part of its mandate.

The Board intends to roll-out the recommendations of this review over a two-year period. The first phase will see a Board of Directors structured as shown in Figure 1. The second phase, implemented in 2015-2016, will see the Board structured as seen in Figure 2. If you are interested in a detailed review of this plan, more information is available on the Chapter website.

Figure 1 – Iterim Board of Directors Organization Chart:

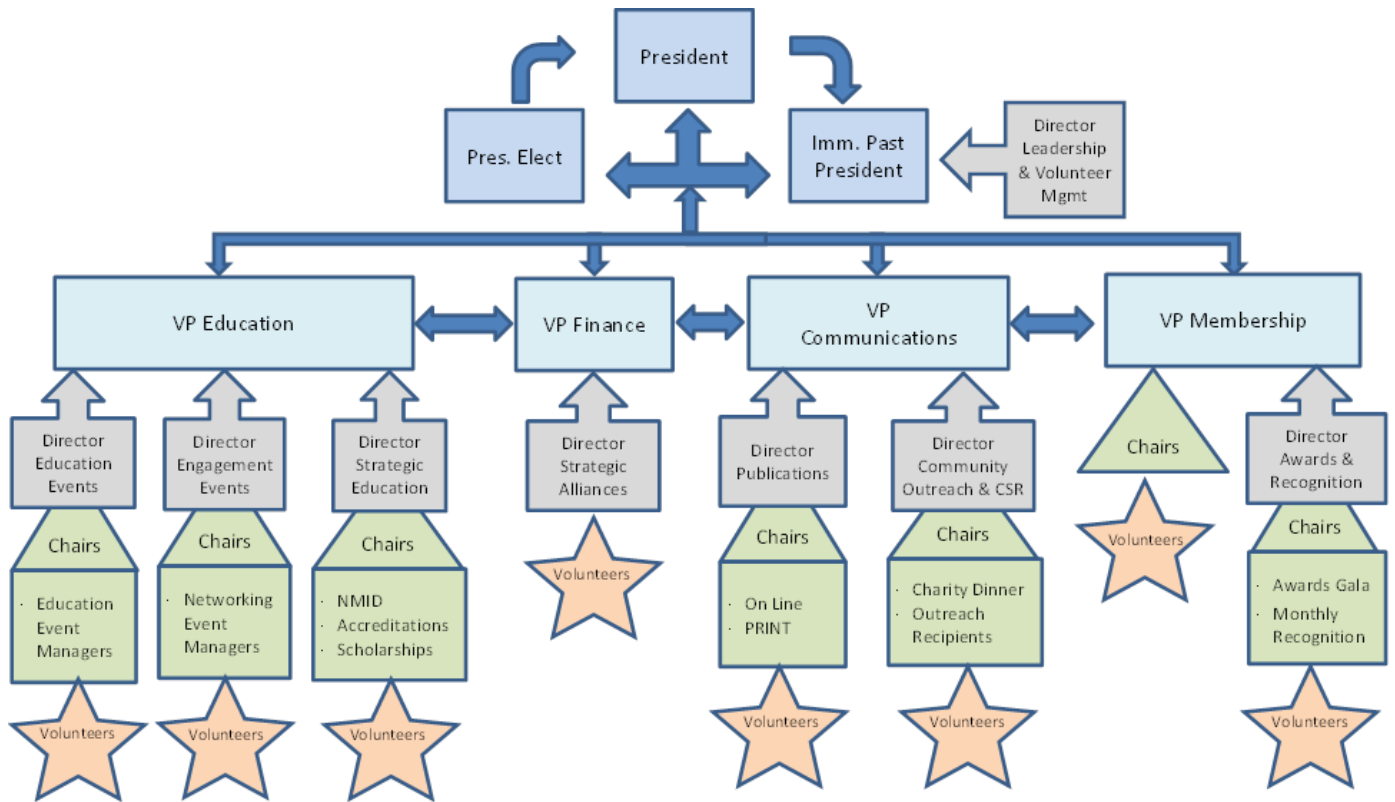
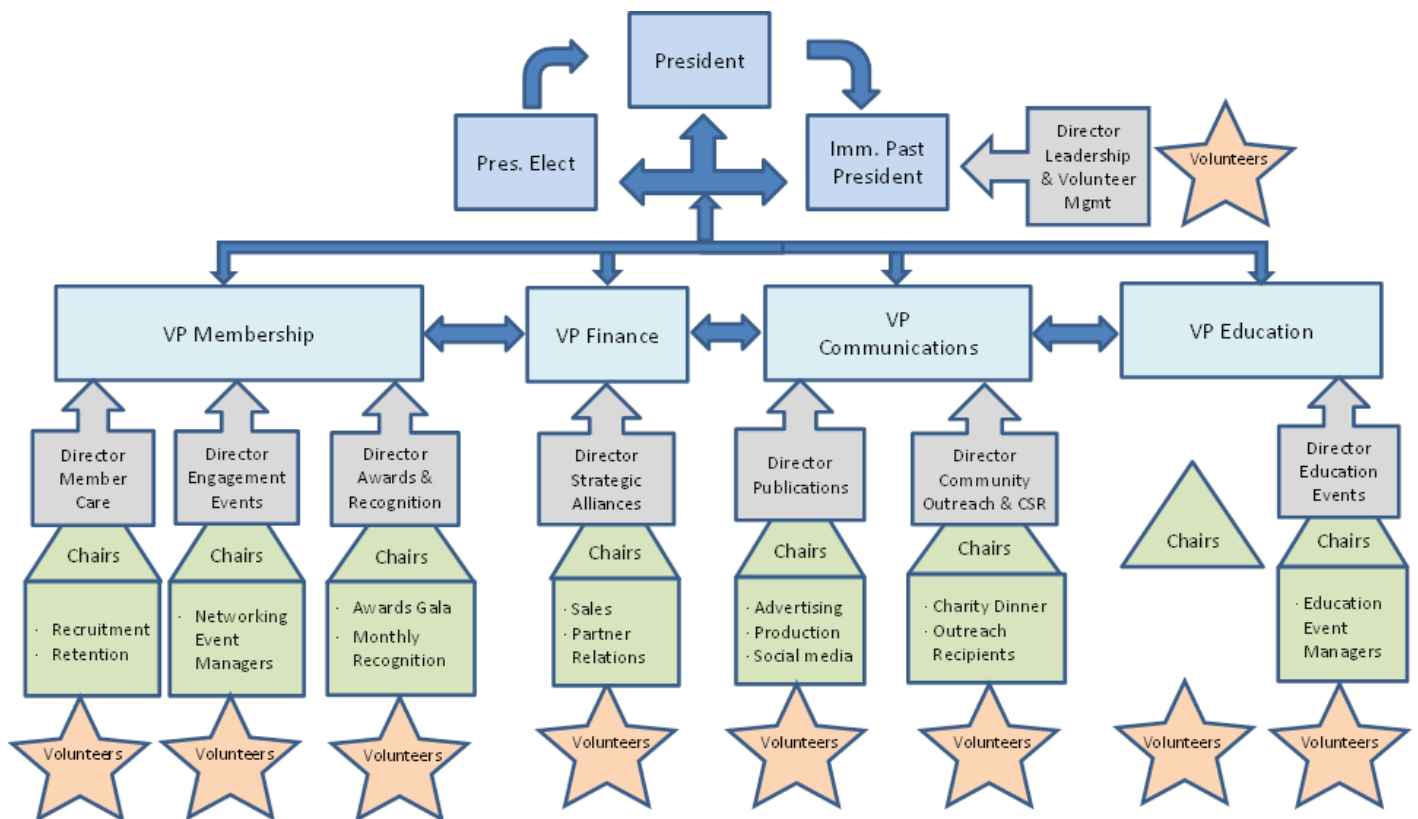


Figure 2 – 2015-2016 Board of Directors Organization Chart:



2. Governance – Policy and Procedure Review

Lead by the IPP, the annual review of the policies and procedures was re-established. This review must be undertaken on an annual basis to ensure we are in compliance with HQ directives and guidelines as well as Canadian rules and regulations for not for profit organizations as it relates to our financial health and our ability to demonstrate our adherence to national or provincial legislation (i.e. privacy policy, anti-spam rules).

In year two of this mandate, in addition to our established programs and commitments, we intend to introduce a volunteer satisfaction review to be sure our volunteers are engaged and feel that they are getting a satisfactory return on their volunteer experience and that their efforts are contributing to the overall benefit of the chapter and community at large. We also hope to build on our successes and start on the development and implementation of a mentor program for the chapter.

FINANCE

Ryan Young, Vice-President

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, 2014 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 policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian 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 judgement, 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, 2014, and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.



Smiths Falls, Ontario
August 29, 2014

Chartered Professional Accountants
Licensed Public Accountants

FINANCIAL STATEMENTS FOR THE YEAR ENDED JUNE 30, 2014

BALANCE SHEET

AS AT JUNE 30, 2014

	2014	2013
ASSETS		
CURRENT		
Cash	\$ 61,945	\$ 81,488
Investments (note 3)	100,582	100,329
Accounts receivable	18,691	13,407
Accounts receivable - government	-	11,933
Prepaid expenses	3,533	2,575
	\$ 184,751	\$ 209,732
LIABILITIES		
CURRENT		
Accounts payable	\$ 5,465	6,032
Accounts payable - government	7,658	-
Deferred revenue	11,758	12,237
	24,881	18,269
NET ASSETS		
Unrestricted	159,870	191,463
	\$ 184,751	\$ 209,732

STATEMENT OF NET ASSETS

FOR THE YEAR ENDED JUNE 30, 2014

	2014	2013
UNRESTRICTED NET ASSETS		
Balance - beginning of year	\$ 191,463	\$ 159,638
Excess (deficiency) of revenue over expenditure	(31,593)	31,825
	\$ 159,870	\$ 191,463

STATEMENT OF REVENUE AND EXPENDITURE**FOR THE YEAR ENDED JUNE 30, 2014**

	2014	2013
		(note 6)
REVENUE		
Recognition and awards	\$ 26,410	\$ 24,801
Community Outreach	81,217	94,006
Membership	18,512	12,966
Newsletter	33,770	42,051
Education and program	25,844	31,200
Strategic Alliances	112,470	114,950
Interest	1,779	1,842
Communications	17,310	16,737
SE Program (NMID)	8,010	14,064
Administration - Labels	264	305
	<u>\$ 325,586</u>	<u>\$ 352,922</u>
EXPENDITURE		
Recognition and awards	45,411	42,730
Community Outreach	104,575	99,133
Membership	4,275	5,273
Newsletter	38,934	37,417
Education and program	50,384	39,119
Board of directors	28,619	26,400
Communications	10,221	3,290
Management fees and expenses (note 5)	42,000	42,000
Finance	10,450	7,976
General Administration	1,910	2,856
SE Program (NMID)	17,915	14,903
Strategic alliance	2,485	-
	<u>357,179</u>	<u>321,097</u>
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENDITURE	<u>\$ (31,593)</u>	<u>\$ 31,825</u>

STATEMENT OF CASH FLOW

FOR THE YEAR ENDED JUNE 30, 2014

	2014	2013
OPERATING ACTIVITIES		
Excess (deficiency) of revenue over expenditure	\$ (31,593)	\$ 31,825
CHANGES IN CERTAIN NON-CASH OPERATING ASSETS AND LIABILITIES		
Net change in operating components of working capital:		
Accounts receivable	6,649	7,076
Prepaid expenses	(958)	(1,223)
Accounts payable	7,091	4,381
Deferred revenue	(479)	(11,341)
	12,303	(1,107)
INCREASE IN CASH FOR YEAR	(19,290)	30,718
CASH AT BEGINNING OF YEAR	181,817	151,099
CASH AT END OF YEAR	\$ 162,527	\$ 181,817

Cash includes investments and bank.

NOTES TO FINANCIAL STATEMENTS

JUNE 30, 2014

1. GENERAL

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.

2. SIGNIFICANT ACCOUNTING POLICIES

a) Basis of Presentation

These financial statements have been prepared in accordance with Canadian generally accepted accounting principles for not-for-profit organizations.

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.

3. INVESTMENTS

The fair market value of investments as at June 30, 2014 is \$100,582.

4. FINANCIAL INSTRUMENTS

The Organization's financial instruments consist of cash, investments, 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 instruments

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, 2013.

5. CONTRACTUAL OBLIGATION

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

6. COMPARATIVE FIGURES

Certain of the prior year figures have been reclassified to conform with the current year presentation.

Strategic Alliances Committee

Scott Ventresca, Director

The 2013-14 year was a busy one for the Strategic Alliances committee. Overall, the committee made great efforts to offer more consistent deliverables for all sponsors, all while achieving their 2013/14 budgeted sponsorship goal of \$139,000. We will aim to achieve a very similar number again in 2014/15. This year also marked our first ever Diamond Education Sponsor (valued at \$25,000). A big thank to Ottawa Tourism and the Ottawa Convention Centre for their partnership with MPI Ottawa.

To recognize and thank our Chapter's sponsors for their ongoing support, the committee executed the annual sponsor reception before the Charity Auction Dinner. The committee will continue to do this moving forward as well.

To help offer consistent deliverables to our Sponsorship partners, a Chapter Photographer, Denis Drever Photography, was hired to be present for all events. These photos are published accordingly by the Publications committee to ensure Sponsors get the proper visibility throughout the Chapter. In addition, the Strategic Alliances Committee added 3 new MPI members to the team to handle different facets of sponsorship and the many needs/demands from our sponsors on a monthly basis. These 3 members now handle everything from pre-event sponsor communications, on-site sponsor liaison, and post event follow up.

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.

Lastly, the 2014/15 Sponsorship Prospectus document is available online on the MPI Ottawa website. This year's version has been tweaked to meet the needs of each programmed event for the year as well as some additional opportunities as requested by our members and various Board Chairs.

Strategic Alliances Committee:

Scott Ventresca, Tourism Toronto (Chair)

Kim MacDonald, FMRAC

Katherine Herbert

COMMUNICATIONS

David Dugas, Vice-President

The Vice President of Communications oversees both the Publications and Community Outreach committees. The VP Communications position itself is responsible for the Chapter website, social media, and communications to the membership, as well as external communications with the community and industry at large. 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. The focus of external communications with the community and industry at large is again largely through print and social media channels. 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
- Development of 2 Media Partnership programs with M&IT and Ignite Magazine, ensuring MPI Ottawa content gets published and recognized in National Publications.
- Develop a Photography RFP to select a chapter Photographer. Photography is now being used to promote the chapter through our Media partners but also to thank the sponsors with photos via social media.
- Contribution of articles to the MPI Communique
- Develop a Communications and Marketing outline that will form the basis for a more comprehensive Communications Strategy moving forward.
- Manage MPI Ottawa Twitter account, now with over 1361 followers, including live tweeting key events.
- Manage MPI Ottawa Facebook page and Facebook group, both seeing increased activities and members; 146 Likes, 268 members respectively, representing 30-50% growth year over year.
- Oversee website and content. Website traffic overall increased 13% to 45327 page views over the 2013-2014 year.

Some of the goals of the VP Communications for 2014-2015 include:

- Complete overhaul of the chapter website to make it more interactive, more content rich.
- Drive traffic to the website to encourage web advertising revenue.
- Relay news and information from MPI Chapter HQ.
- Relay news and Information of local chapter content with the assistance of the Publications Committee
- Ensure successful execution of Community Outreach committee goals and objectives, and facilitate news and information related to their activities.
- Co-ordinate news and information of the local chapter to Media Partners: Ignite and M&IT.
- Use photography to promote the local chapter and thank sponsors via Social Media, Website, Media Partners.

Community Outreach & Corporate Social Responsibility (CSR) Committee

Riccarda Galioto and Allison Collins, Co-Directors

The Community Outreach and CSR Committee works with the Chapter and its members to organize fundraising activities and raise the profile of local charities.

Fundraising Initiatives

The activities that the committee undertakes to raise funds are: monthly 50/50 draws which are divided amongst the various charities; our major fundraising event - the auction dinner; the annual December Festive Luncheon and; the annual golf tournament, which is an official activity of the Community Outreach and CSR Committee.

Annual Golf Tournament

The 2013 Golf Tournament took place on August 15th at the beautiful Fairmont Le Chateau Montebello. Under the leadership of Ryan Young, the event was a huge success. Golfers enjoyed an afternoon of outstanding golf - shot gun style - along with fun and frivolity provided by event partners on various holes. The event concluded with a casual yet entertaining networking dinner.

The event raised a total of \$2,709.00 which was distributed to the Rideau Valley Conservation Foundation and the Ottawa School Breakfast Program.

50/50 Draws

Community Outreach volunteers managed eight 50/50 draws at MPI Ottawa events throughout the year. In total, the draws raised \$1,495.50 and funds were dispersed to different charities for each different month.

Charity Auction and Dinner – ECOS Project

The ECOS Project is a countrywide initiative on behalf of MPI Canada, which promotes corporate social responsibility amongst our Chapters and within our communities. The initiative is a framework to support sustainability in the communities where our members live and where we do business, and a guide to help us focus specifically on building elements (food, water, shelter and education), which have a direct relationship to the meetings and events industry.

The MPI Ottawa Chapter's commitment to the ECOS project in 2014 was the annual Charity Auction & Dinner. The event took place on February 6th at the Ottawa Conference Centre. Close to 700 attendees had the opportunity throughout the event to network, be entertained, and bid on some outstanding silent and live auction items.

The event was a huge success and raised \$20,402.00 for the Ottawa School Breakfast Program.

Outreach & Charity Recipients

The charities that the chapter and committee supported over the 2013-2014 year were: The Ottawa Network for Education (School Breakfast Program), the Ottawa Food Bank, the Kiwanis Club of Ottawa (Reading is Fundamental Program and Christmas Basket Program), The Snowsuit Fund, and the Rideau Valley Conservation Foundation.

Rideau Valley Conservation Foundation

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

The chapter made a donation in the amount of \$1,210.00 to the Rideau Valley Conservation Foundation.

School Breakfast Program

The School Breakfast Program community outreach volunteers, led by Kathleen McGuire, made eight visits to eight different schools around the city this year. Each visit included between two and five volunteers to assist the dedicated breakfast monitors in preparing and serving the most important meal of the day to children in our community. The program serves 12,000 Ottawa children in 154 schools each year.

A cheque was presented to Carolyn Hunter, Director of the Ottawa School Breakfast Program, at MPI Ottawa's June event in the amount of \$22,348.00. The funds were raised through the monthly 50/50 draws, the 2013 golf tournament and the February Auction Dinner.

Ottawa Food Bank

Under the leadership of Lydia Blanchard and Kathryn Cyr, the Food Bank community outreach volunteers visited the Food Bank warehouse over the course of the year, sorting hundreds of pounds of food to restock the shelves. On October 17, 2013, the board and committee volunteers participated in the *2nd Annual Food Sort Challenge* and raised \$1,167.77. On June 6, 2014, committee and membership volunteers served a BBQ lunch to over 1,000 guests on the lawn of Ottawa City Hall as part of *Food Aid Day*.

The MPI Ottawa Chapter raised a total of \$2,429.57 and collected 450 pounds of food for the Ottawa Food Bank through the December Festive Luncheon food drive and donations for the *Food Sort Challenge*.

Snowsuit Fund

The Snowsuit Fund is one of three new charities supported by the chapter. The Snowsuit Fund is an Ottawa-based charity that raises funds for the purchase and distribution of snowsuits to those children in need who are 15 years and under in our community. The Community Outreach volunteers visited the warehouse and assisted in distributing snowsuits. The Snowsuit Fund distributed 16, 146 snowsuits to those in need during the 2013-2014 season.

The MPI Ottawa Chapter donated \$68.50 to the Snowsuit Fund.

Kiwanis Club of Ottawa - Christmas Basket Program

The community outreach volunteers, under the leadership of Alison Hunter, created 5 teams of two members each to help Christmas Basket volunteers deliver food hampers to 154 families on December 17th in preparation for the holiday season.

Kiwanis Club of Ottawa - Reading is Fundamental Program

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

The MPI Ottawa Chapter raised \$135.00 to help support the purchase of books for the children.

Community Outreach Committee:

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

Riccarda Galioto – AMMI Canada (Co-Director)
Allison Collins – Sheraton Vancouver Wall Centre (Co-Director)
Julie Berube – Casino du Lac Leamy
Peggi Birch – Peggi Birch Plans
Lydia Blanchard – NAV Centre
Kathryn Cyr – Kathryn Cyr & Associates
Janna Dally – Algonquin College Event Management Student
Andrea Fernandes – Canadian Museum of Nature
Kelly Eyamie – Diefenbunker
Cindy Gascon – Fairmont Le Chateau Montebello
Patricia Gougeon – Canadian Construction Association
Rose-Marie Guerra (Racine) – Justice Canada
Lisa Holmes – HRSDC
Andrew Horsfield – Lord Elgin Hotel
Alison Hunter – Hilton Garden Inn Ottawa Airport
Patrick Kilvert - Les Suites
Sarah Landry – The Ottawa Hospital Foundation
Ryan Latimer – Scotiabank Convention Centre
Lisa Levia – National Arts Centre
Liette Philippe – Liette P Meeting Planning Services
Lesley Mackay – Ottawa Tourism
Jenna MacLeod – Radisson Hotel Ottawa Parliament Hill
Kathleen McGuire
Chantal Mercier – Natural Sciences and Engineering Research Council of Canada
Andrea Pinsent-Martineau – Canadian Association of Schools of Nursing
Norm Reid – Mediaco - The Presentation Company
Renee Vanderkuip – National Aboriginal Health Organization
Rebecca Vorsatz – Residence Inn by Marriott Ottawa Downtown

Publications Committee

Iana Ciatti & Jennifer McAndrew, Co-Directors

The Publications Committee is responsible for producing nine issues per year of the Communiqué newsletter. The mandate of the Communiqué is to provide event promotion and coverage, news, advertising, member announcements, and articles of interest in service to our membership as a way to inform, promote and instruct. The Publications Committee members are also active on three main social media channels designed to promote community and encourage engagement.

Highlights/Accomplishments

- We have successfully published nine issues of Communiqué ranging from 20-24 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 continued to build our Social Media reporting mix with pictures, announcements and promos using Facebook, LinkedIn, and Twitter.

- 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.
- A professional photographer was hired this year to obtain quality photos at our events for the website and for our publications and promotion on social media channels. We created a complete checklist to be sure all sponsors and key shots are covered and worked closely with the photographer for dates and details.
- A Chapter-owned camera is to be made available to any committee or board member requiring it for MPI benefit.
- We successfully recruited new volunteers and maintained an engaged committee, including a new proof-reader and four new writers and an assigned chapter “tweeter”.
- Continued to use Dropbox file sharing system to permanently house committee publication materials such as Style Sheets, Committee List, Sponsorship Tracking Sheet, and Deadline Grids and to facilitate the sharing of pictures, articles and more.
- Developed a transition plan for the 2014-15 year to implement a new committee structure which includes one Director and one Chair with four leads to facilitate communication and committee engagement.

Publications Committee:

Iana Ciatti – Horizant Inc. (Co-Director)
 Jen McAndrew – Mastermind Events Inc. (Co-Director)
 Doreen Ashton Wagner – Greenfield Services Inc.
 Cynthia Beaudin – Canada Foundation for Innovation
 Julie Begbie, CMP – National Judicial Institute
 Nicole Burchat – The Conference Board of Canada
 Alissa Hurley, CMM – Lenos
 John-Michael Maharaj – Creative DMC Solutions
 Melanie Hudson – FSNA National Association of Federal Retirees
 Judy Fredette – Honourary Member
 Andrew Horsfield – Lord Elgin Hotel
 Marie Marin – Yes We Plan Event Management
 Lydia Blanchard – NAVCentre
 Janette Rached – Certified Event Manager
 Monique Racine – Association of Universities and Colleges of Canada

EDUCATION

Dianne Dodds, CMP, Vice-President

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

In 2013/2014 both committees excelled at providing quality education and networking events for our members. Under the leadership of Co-Directors Nick Sont, CMP, and Brendan St. Jacques, the P&E Committee continued to offer regular monthly programming in addition to the complimentary “Lunch and Learn” educational sessions, which provide a forum for small group learning while still earning continuing education credits (“clock hours”). Karen Wiersma, Director of Strategic Education, led her team to deliver possibly the best-ever National Meetings Industry Day (NMID) under challenging circumstances, and also organized another successful study group to bring together local meeting professionals to help them achieve the CMP designation.

In this year of learning as VP Education, I would like to thank Nick Sont, who provided the P&E corporate history, in addition to his industry knowledge, enthusiasm and leadership qualities. While we say goodbye to Nick as Co-Director, it’s probably “au revoir” as I would anticipate the board welcoming him back in another leadership position in future. I also acknowledge the work of the previous VP of Education, Claire Fitzpatrick, CMP, CMM, and the committee, who set us up for success this year by pre-planning many engaging and diverse educational offerings.

And now, Brendan and I move ahead together and welcome two new Education team members: Alyssa Bignell, Co-Director of P&E; and Sandra Leslie, CMP-HC, Director of Strategic Education, who bring positive energy and new ideas to the committees. Under the leadership of Brendan and Alyssa, and informed by the results of the 2014 MPI Ottawa membership survey, the P&E Committee will advance its mission to offer a high quality, innovative and balanced program of events with broad membership appeal. Sandra and her committee are challenged to maintain NMID’s standard of excellence, and to enhance the awareness of the CMP, CMP-HC and CMM designations and the CMP study group.

Program and Education Committee

Nicolaas Sont, CMP & Brendan St. Jacques, Co-Directors

September 2013

This year’s September Kick-Off and AGM saw a huge jump in attendance numbers as the networking event was offered complimentary as a way to ‘give back’ to our members. The event was held at the Hilton Lac Leamy and had a “paparazzi” theme. In a break with past tradition, committee info tables were eliminated as traffic at the tables had dwindled over the years. Instead a video was made and played to the membership featuring each board member as a celebrity describing what their committee does in order to inform the members of volunteer opportunities and positions within the chapter.

October 2013

The half day workshop and luncheon in October focused on event sponsorship. This was MPI Ottawa’s first time diving into understanding sponsorship at events. We had a fantastic line up of speakers that included Doreen Ashton Wagner, Brent Barootes, and Bernie Colterman. The event was held at the Holiday Inn Ottawa on Cooper Street.

November 2013

In following with the popularity and demand for education on contracts in the meetings and events industry, this topic was delivered once again to the membership. A second closely related topic was introduced to the workshop to bring a fresh spin to it: 'Imperative Insurance Issues'. Held at the Ottawa Convention Centre, this workshop took place the morning of Quebec Day in effort to capitalize on the many planners and suppliers who were already in the area for that event.

December 2013

The annual Festive Luncheon was once again sold out this year. The event was themed "Fire and Ice" and was held at the Hilton Garden Inn Ottawa Airport. The event featured acrobats and a fire entertainer.

January 2014

The January educational workshop was led by past VP of Education Claire Fitzpatrick, who took the reins to put together a program on "Meeting Trends: One Size Doesn't Fit All". Held at the newly renovated Delta Ottawa City Centre, this workshop featured breakouts in the form of 'cafe conversation pods' where attendees could discuss different topics led by different facilitators.

March 2014

The March Roundtables provided an excellent array of educational table topics. This year's event was held at the Albert at Bay Suites Hotel. It featured topics such as: Accessibility for Ontarians with a Disability Act; Managing Volunteers; Contract Clauses; RFP Development; and others.

May 2014

The May Keynote and Breakfast event went into its second year with a topic that would apply to both planners and suppliers alike: 'Maximize your Networking'. Delivered by MPI favorite Theresa Syer, this event was held at a new venue, the recently renovated Canada Agriculture and Food Museum centrally located in the beautiful Experimental Farm.

June 2014

The Summer Bash featured a Tiki Getaway theme and was held at the RA Centre. It was a wonderful opportunity to network with fellow members and to thank our many volunteers. Those in attendance also witnessed the Oath of Office for the incoming Board of Directors.

Committee Volunteers:

Cynthia Beaudin – Canadian Foundation for Innovation

Alyssa Bignell – Courtyard by Marriott Ottawa East

Ashley Craven – Student

Theresa Ellwood – Canadian Association of Security and Defence Industries

Claire Fitzpatrick – CF Conference & Event Management Services

Brian Henry – Quality Entertainment Services Ltd.

Lisa Holmes – HRSDC

Alison Hunter – Hilton Garden Inn Ottawa Airport

Nicole Jeffrey – Canadian Produce Marketers Association

Ruta Klicius – Canadian Veterinarian Medical Association

Patrick Klivert – Les Suites Hotel, Ottawa

Sarah Landry – The Ottawa Hospital Foundation

Terri- Lee Lefebvre

Lisa Liposki – Curly Dog Communications

Naseem Mohajer – Student

Ebun Oladejo – Student

Joanne St-Pierre – Niagara Falls Tourism

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
- Presentation of the Chapter's Influence Award

Objectives

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

1. To define and shape the meetings and events profession;
2. To help raise the profile of the meetings industry and the benefits it generates for communities and institutions across Canada;
3. To provide a networking opportunity to learn about and celebrate the role we, as members of the industry, all play in that regard;
4. To educate chapter industry leaders and enable them to discuss the economic impact of meetings in their region with people who are outside of the industry.

The objective of the Influence Award is to celebrate and recognize people or organizations outside the direct industry which have supported the development of meetings and conventions or the development of policy and programs impacting the industry. This award gives the Chapter an opportunity to recognize the accomplishments of those contributing to the meetings sector and strengthens relationships with external supporters.

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

The CMP Study Group is not a lecture format - the group leader is there to facilitate the learning and discussions on the various modules. This group has two objectives: to create a learning environment conducive to interactive discussion and healthy study methods; and to provide members with instruction, direction and mentoring by a volunteer CMP.

Highlights/Accomplishments

The CMP study group began meeting in September/October in preparation for their exam. Sandra Leslie, CMP-HC, and Jennifer Stewart, 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. Three of the four have passed their exams and Sandra Leslie, CMP-HC, will be taking over as the Director of Strategic Education for the 2014-2015 and 2015-2016 years.

NMID was launched by inviting members and non-members to visit the national NMID website. This year's theme was "The Impact of Meetings: The Value. The Power". The committee wanted to bring in experts from the meetings industry to discuss the theme. The committee was thrilled to welcome **Paul Van Deventer**, President & CEO, and **Michael Dominguez**, Chairman, of MPI

International as honoured guests and panel members. Both **Stephanie Lockhart**, Director of Meetings and Conventions for the Canadian Bar Association, and **Angela Xavier**, Regional Vice Presidents Sales with IHG, also served as panel members. The Master of Ceremonies and moderator for the evening was **Steve Patterson** from CBC's the Debaters. With his unique comedic style, he engaged and entertained the audience throughout the event.

This year, the Ottawa Chapter presented the Influence Award to Altaf Sovani, Chair of the School of Hospitality and Tourism at Algonquin College. Chair Sovani proudly declared that his college is the second largest in Canada and that the students in his program have raised over \$550,000 for the Children's Wish Foundation.

In addition to the regular presentation of the Influence Award, this year the MPI International representatives presented the Ottawa Chapter itself with the RISE Award that was bestowed to all eight Canadian Chapters at WEC in July 2013. The Canadian Chapters were recognized for their efforts in creating such a successful national event in the annual NMID.

Another new initiative this year was the partnership with the Membership Committee in order to involve the student community. With the help of the membership committee's Student Liaison, Louise Gervais, a contest was conducted for Algonquin College students to submit a tag line for this year's theme. The winner was **Aga Szkraba** in the Event Management course. Her tag line was "The Impact of Meetings: Transformation through Innovation – Shaping the Future of the Meetings Industry". The students that submitted contest entries were welcomed to attend the event complimentary and act as live "tweeters". The result was that the hashtag #NMID14 and #MPIOTTAWA was trending on April 10th, 2014.

From the positive feedback that we have collected, the committee intends to continue planning NMID as an evening event since it was so well received by the attendees.

NMID 2014 Organizing Committee:

Karen Wiersma – The Ottawa Marriott (Chair)
Jacques Drury, CMP – The Ottawa Convention Centre
Andrew Horsfield – Lord Elgin Hotel
Francois Brunet – D.E. Systems
Chantal Hetu-Neuman – Heart and Stroke Foundation
Francine St-Martin – Canadian College of Health Leaders
John-Michael Maharaj – Creative DMC Solutions
Stephanie Seguin – Albert at Bay Hotel
Lisa Holmes – HRSDC
Mary-Francis Gingras – Hilton Worldwide Sales
Ebum Oladejo – Student member

MEMBERSHIP

Greg Plazek, Vice-President

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

Membership Committee

Goals and Objectives

- Increase current membership levels (retention & recruitment)
- Maintain a Student Member campaign and designate a Student Liaison.
- Prepare and conduct an MPI Ottawa Membership survey and then summarize and present findings.
- Continue welcoming, in advance, new members and first time attendees at MPI Ottawa events and ensuring that there is a board member presence at registration to greet them.
- Continued endeavour – award a minimum of six \$50.00 MPI Bucks gift certificates to be drawn at the monthly events for the Volunteer of the Month.
- Submit a monthly submission to Communique called “MPI bucks corner” which advertises the MPI bucks program and lets the membership know how their winnings can be spent.
- Represent MPI Ottawa in Tradeshow opportunities
- Review, update and produce a functional membership directory.
- Submit two articles from the Membership Committee to Communiqué.

Results

Membership numbers have grown from 297 in June 2013 to 305 members at the end of June, 2014. During the year we were actually as high as 319 members. This trend is not what is being seen in most chapters in Canada and internationally where the majority are seeing a decline in membership. 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 (often outside of the meetings industry) as well as economic reasons such as limited training and development funds. We will focus on recruiting and maintaining current members in 2014.

This year we were fortunate to have Louise Gervais step up and assume the role of Student Liaison for the Membership committee. We were able to have two visits to classes at the college to promote MPI and student membership. Louise created an email dialogue with a group of the students throughout the year as well as writing 5 articles for Communique under the new section entitled “The Students’ Corner”. We were able to engage more students in volunteer opportunities within the chapter and even have them participate with us in the Tete-a-Tete tradeshow in the MPI booth.

The Membership committee (with a good amount of help from Lindsay DenBoer, Secretariat) produced and administered the MPI Ottawa Membership survey which received a very strong 33% response rate! There was much great information gathered from the results. The top three areas to address, based on the results, were:

1. Educational events - Choosing the right topics that are both creative and offer education for planners and suppliers (targeted). Keep trying new locations and anything we can

do to keep costs down on these will go a long way. Mornings seem to be the most popular time!

2. Website – Look at the option of moving the directory to being on-line. Try to add more general industry info, blogs on current issues, summaries & transcripts of past events. Also more job postings.
3. Communication – What the board is up to, putting an organizational chart on the website, regular committee updates in communique perhaps. Quick responses to member's questions and issues looks like it will have a very big impact.

The committee will be following up with an article in the fall to let the membership know how the Board has acted upon YOUR feedback.

We hosted one member orientation session before the March Round Tables event this year which was successful and very well received. We previously felt that we were taking new members away from excellent networking opportunities and so were refraining from hosting these. In 2014 / 2015, we will aim to host a few more of these orientation sessions in advance of chapter events. We will continue to call new members and first time attendees of events in advance. This task was successfully handled by Barb Ourtschoorn again this year. These guests 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. Martha Tobin deserves special thanks for managing the program for the committee. In addition to the monthly draws for the volunteer of the month program, 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. Lindsay DenBoer was also invaluable in keeping our tracking sheet of winners up to date and Martha reminded winners to use their winnings before they expired. Martha also wrote the content for the "MPI Bucks" corner this year in the Communique.

With much assistance from the entire committee and the secretariat, the 2013/2014 MPI Ottawa Membership Directory was distributed at the 2013 Kick-off event. New this year was the inclusion of the list of past presidents, updated information on CMP and CMM certifications, as well as revised committee information. We work with one of our members, Jean-Guy Brunet of Applecrate, for the Advertising Sales and Production/Printing of the directory and he has been an incredibly valuable resource to us.

The Membership committee represented MPI Ottawa at two tradeshow events this year. The first one was the Travel Trade Show in October 2013 and the second was the Tete-a-Tete tradeshow in February 2014. We did gather business cards for potential new members and performed draws to win both membership renewals and new memberships.

We look forward to a busy year ahead on the Membership committee. Chantel Beaupre will take over as Vice President of Membership and brings with her some fresh ideas and great organizational skills. We are confident that she will work hard and intelligently for the membership of MPI Ottawa.

Membership Committee:

Greg Plazek – Westin Bayshore, Vancouver (Chair)

Martha Tobin – Accolade Promotion Group

Kimberly Wilson – Novotel Hotel

Barbara Ourtschoorn – Direct Energy Centre

Maryse Morin – Hilton Lac Leamy

Louise Gervais – Royal College of Physicians & Surgeons of Canada

John Maharaj – Creative DMC Solutions

Karen Norris – The Association of Faculties of Medicine of Canada
Nathalie Tremblay – Crowne Plaza Gatineau-Ottawa
Simon Wood – Allegra Print
Chantel Beaupre – Say Something Communications Inc.

My sincere thanks goes out to the members of the committee for all their work this past year.

Recognition and Awards Committee

Diane Fowles, CMP, Director

The Recognition and Awards Committee did not set any new goals for the 2014 Gala but continued with goals previously set to ensure the nominees and award recipients' achievements were well celebrated, and the gala evening itself was well attended and well received. The Awards committee started planning the Gala in September with regular monthly meetings thereafter. Our committee was smaller than in past years, however all did a wonderful job working together. The theme for this year's gala was based on the James Bond series, "Release your Inner Bond". This year's Awards Gala was a great success and the comments from the survey were very positive.

1. Recognition for the nominees

Each nominee received an MPI Ottawa Bucks certificate valued at \$50.00 valid for use for any MPI Ottawa event or with any MPI supplier until June 30, 2015. All award winners received an additional \$250.00 for the same term. Award nominees' names were published in the April communique and Award recipients' in the June/July Communique.

2. Nominations

The team promoted the nomination process through 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 21 nominations for the six awards, including one for the honorary membership.

All of the award categories received a minimum of two nominations each, and after deliberation by the Executive Committee, the recipients in each category were chosen. The President's award recipient was selected by Marie Louise Doyle.

Sincere congratulations to all the Award Nominees and Recipients for their well-deserved recognition.

The Award Recipients for 2014 were:

Student of the Year: Stephanie Wolkowycki, AMMI Canada

Rising Star of the Year: Alyssa Bignell, Courtyard by Marriott Ottawa East

Supplier of the Year: Francois Brunet, DE Systems

Planner of the Year: Claire Fitzpatrick, CMP CMM, CF Conference & Event Management Services

Mentor of the Year: Riccarda Galioto, AMMI Canada

Volunteer of the Year: Lydia Blanchard, NAV Centre

Honorary Member: Peggi Birch, CMP

President's Award: Jacques Drury, CMP, Ottawa Convention Centre

3. Meet sponsorship revenues for the Gala

With the assistance of the Strategic Alliances Committee, the Gala Committee achieved 94% of their budgeted sponsorship revenues. The MPI Ottawa board made a decision this year to internally sponsor the Rising Star of the Year and Volunteer of the Year, and continue to do so in future years.

Many thanks to the sponsors of the Gala:

Platinum Partner: Edmonton Tourism

Host Venue: Canadian Museum of History, with catering by Distinction

Gold Partners: Destination St. John's, Meetings and Conventions Calgary, Tourism Saskatoon Tourism Toronto, and Tourism Winnipeg

Silver Partners: ConferSense Planners Inc./D.E. Systems, Outaouais Tourism, Quebec City Tourism, and Travel Alberta

Emcee: Porter Airlines and Fairmont Tremblant Resort

In-Kind Partners: Meetings & Incentive Travel, Mastermind Rental, Scott Photography, Mediaco, and Hilton Worldwide

With special thanks to: Mediaco and Marye Ménard-Bos, CMP, CMM

4. Ticket sales

This year's Gala attendance increased. A total of 321 MPI Ottawa Chapter members and guests purchased tickets for the event. In terms of profitability, preliminary indicators show the Gala was well above the budgeted profit amount for the MPI Ottawa Chapter.

Recognition and Awards Committee:

Diane Fowles – Events by Diane (Chair)

Dora Dalietos – Vis-à-Vis Events

Steward HartleyvXibita

Isabelle Lamoureux – Distinction

Geneviève Mercier – Canadian Museum of History

Carole MorissettevDelta City Centre

Norm Reid – Mediaco: The Presentation Company

Jennifer Stewart, CMP – J'Adore Event Planning Services

Scott Ventresca – Tourism Toronto

THE 2013 ANNUAL GENERAL MEETING

MINUTES OF THE 2013 ANNUAL GENERAL MEETING

Thursday, September 12th, 2013

17:30 – 18:00

Hilton Lac-Leamy, Gainteau QC

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

Paul Akehurst, Leslie Aldridge, Doreen Ashton Wagner, Steve Ball, Nicole Bechkos, Julie Begbie, Julie Bérubé, Alyssa Bignell, Nathalie Boulet, Lianne Bourassa, Denise Breau, Francois Brunet, Jean-Guy Brunet, Nicole Burchat, Bonnie Burgess-Young, Lira Buschman, Iana Ciatti, Allison Collins, Denise Compean, Tracy Connor, Kathryn Cyr, Dora Dalietos, Carla de Koning, Lindsay DenBoer, Pamela DiNardo, Dianne Dodds, Marie-Louise Doyle, Jacques Drury, Theresa Ellwood, Kelly Eyamie, Claire Fitzpatrick, Marc Forgette, Diane Fowles, Cindy Fraser, Judy Fredette, Marion Fuller, Riccarda Galioto, Geeta Gera, Louise Gervais, Suzanne Getty, Mary-Frances Gingras, Rowland Gordon, Patricia Gougeon, Nicole Graves, Rose-Marie Guerra, Steward Hartley, Diana Helferty, Brian Henry, Jennifer Holly, Lisa Holmes, Andrew Horsfield, Melanie Hudson, Alissa Hurley, Allan Isfan, Angela Jefferies, Nicole Jeffrey, Darlene Kelly-Stewart, Hélène Kenny, Patrick Kilvert, Ruta Klicius, Marc Philip Laperrière, Roger Leroux, Sandra Leslie, Heather Lockwood, Desmond Lomas, Kim MacDonald, Lesley Mackay, Jenna MacLeod, Marie Marin, Janet Maslin, Kathleen McGuire, Marye Menard-Bos, Jim Miller, Jill Mimeault, Chantal Montpetit, Maryse Morin, Carole Morissette, Kim Morissette, Gail Mulhall, Karen Norris, Bertha Norvor, Gaye O'Bertos, Patricia Pearson, Amber Peloso, Lydia Peltz, Greg Plazek, Renaude Poirier, Amy Quinn, Norman Reid, Carole Saad, Annie Sabourin, Chuck Schouwerwou, Lisa Serada, Lisa Sharman, Michelle Shortall, Nicolaas Sont, Brendan St. Jacques, Jennifer Stewart, Kayla St-Jean, Francine St-Martin, Joanne St-Pierre, Sabrina Strang, Amir Tahmasebi, Martha Tobin, Jeremy Tyrrell, Claudia Urrutia, Renee Vanderkuip, Scott Ventresca, Rebecca Vorsatz, Andrea Wagner, Karen Wiersma, Kimberly Wilson, Stephanie Wolkowycy, Ryan Young

1. CALL TO ORDER: Marie-Louise Doyle, President, called the meeting to order at 17:46. The Immediate Past-President was then called to the podium to administer the proceedings.
2. ESTABLISHMENT OF QUORUM: Lira Buschman, Immediate Past-President, called upon Lindsay Den Boer, Chapter Secretariat, to determine if a quorum was present. The Secretariat indicated that a quorum existed.
3. ACCEPTANCE OF THE AGENDA: It was moved by Darlene Kelly-Stewart and seconded by Andrew Horsfield to accept the agenda as circulated. Carried.
4. APPROVAL OF THE 2012 ANNUAL GENERAL MEETING MINUTES: It was moved by Melanie Hudson and seconded by Chuck Schouwerwou to approve the minutes of the 2012 Annual General Meeting. Carried.
5. AUDITED FINANCIAL STATEMENTS: Ryan Young, Vice President of Finance, introduced the 2012-2013 financial statements and called for any questions. The Vice 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 2013, prepared and signed by the accounting firm Nephin Winter & Bingley, and to accept them as circulated. It was seconded by Riccarda Galioto. Carried.
6. PRESENTATION OF THE ANNUAL REPORT: It was moved by Rose-Marie Guerra and seconded by Greg Plazek to accept the annual report as circulated. Carried.
7. ADJOURNMENT: It was moved by Lira Buschman and seconded by Ryan Young to adjourn the meeting. Carried. Meeting adjourned at 17:59.

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