



**CWR Annual General Meeting  
June 14, 2018**

All CWR members are welcome to attend the CWR Annual General Meeting, which will be held as a virtual meeting.

Date: Thursday, June 20, 2019  
Time: 11 a.m. PST

**Agenda**

1. Call to order
2. Approval of agenda
3. Approval and follow up of minutes from past meeting
4. Approval and follow up of minutes from past CWR AGM held June 14, 2018
5. Report from the Chair
6. Board slate for AGM ratification
  - Outgoing board members:
    - Jackie Sargent, SCMP, Director of Professional Development & Sponsorship
    - Ivan Muzychka, ABC, MC, Director Leadership Development
    - Catherine Ducharme, Past Chair
  - Automatic succession and/or continuation of board positions:
    - Tracy Fox, ABC, SCMP, succeeds to Chair
    - Jonathan Tremblay, CMP, succeeds to Past Chair
    - Tamara Gale, continues as Board Secretary
    - Sue Ridewood, ABC, continues as National Programs Director
    - Lydia Tay, continues as Communications Director
    - Richard Kies, continues as Finance Director
  - Proposed new board members as put forward by the Nominating Committee
    - Will Tigley, as Vice Chair
    - Kathy Daeninck, as Director of Leadership Development
    - Bart Goemans, CMP, SCMP, as Director of Professional Development & Sponsorship
7. Presentation of updated bylaws for review and vote
8. Operational updates
  - International update
  - Canada West financial statements
  - Dare to Lead recap and reimbursements
  - Master Communicator Program
  - Chapter onboarding manual
9. Chapter roundtable
10. Final discussion
11. Adjournment



## Members Present

<b>Board Executive and Directors</b>	<b>Chapter Representatives</b>
Jonathan Tremblay, chair Tracy Fox, ABC, SCMP, vice chair Sue Ridewood, ABC, national programs director Richard Kies, finance director Jackie Sargent, SCMP, director of professional development & sponsorship Ivan Muzychka, ABC, MC, director, Leadership Development Lydia Tay, communications director Tamara Gale, board secretary  <b>Regrets:</b> Catherine Ducharme, past chair	Megan Thorburn, IABC/Edmonton Krystal Rudyk, IABC/Saskatoon Adam Brayford, IABC/British Columbia Marjorie Huculak, IABC/Manitoba Joanne Kozlowski, IABC/Regina
<b>Guests</b>	
Will Tigley, incoming vice chair Bart Goemans, incoming director, professional development & sponsorship Rio Pisony, IABC/Calgary	Natasha Qereskniku, IABC/Calgary

### 1. Call to order

Jonathan called the meeting to order at 12:07 p.m.

### 2. Approval of agenda

**Motion:** to approve the agenda as presented.

M/S Brayford/Sargent. Carried.

### 3. Approval and follow up of minutes from past meeting

**Motion:** to approval the agenda as presented.

M/S Fox/Tay. Carried.

Discussion:



Adam and Jonathan have not yet connected on Fontiva. They will follow up on this issue in the next month.

Jackie and Tamara have not yet connected about Survey Monkey. They will do so in the next month. A renewal fee is due. Richard will make the payment.

#### **4. Approval and follow up of minutes from past CWR AGM held June 14, 2018**

**Motion:** to approve the minutes from the June 14, 2018 AGM.

M/S Ridewood/Thorburn. Carried.

##### Discussion

The board acknowledged that the cost of in-person meetings are rising. Tracy will evaluate the investment in the in-person meetings in the near future. If it is not of value, we can reallocate to other areas of need, or if it is found to be of value, CWR will continue to provide this opportunity for leaders.

Although identified as a priority last year, there has been low interest in webinars across the region. The board has not pursued webinar options for the region.

#### **5. Report from the chair**

Jonathan thanked our outgoing board members on the both executive and chapter boards.

Next year will be a big one for the region, as Tracy will lead the development of our next three-year strategic plan, from 2020-2023. The board will work to advocate for the region as the International plan is also developed this upcoming board year.

Jonathan summarized our 2017-2020 strategic plan.

- 10 priorities were identified as potential areas of focus for the region. The CWR chose to prioritize four of the areas in our 2017-2020 strategic plan. These priorities included: leadership development, providing consistent onboarding templates and tools and corporate membership.
- At our recent 2019 Dare to Lead conference, the region helped chapters onboard their new chapter board members and provided an opportunity to help them develop their leadership skills. It is a big investment from the region and is all about supporting the chapter's incoming board members.
- Next year, Jonathan plans to focus on chapter membership satisfaction.
- CWR National Programs include Silver Leaf awards and Master Communicator program. We have experienced declining entries and rising costs for Silver Leaf. This program exists to serve chapters and members.



- The region will continue to ensure that the program works for our members. Our Master Communicator program is undergoing a review to create more transparency around the initiative. The re-shaped program will launch this year.
- Small corporate members became a key issue for International's corporate membership program, as they comprise 90 per cent of CWR's corporate members. Advocating to International on behalf of CWR chapters resulted in a win for the region and our chapters with a revision to the membership program to address small corporate member needs.
  - The region is at the leading edge of the CMP and SCMP programs. There are 87 certified members in our region Proving that professional designation is of value to our members. The region has established a cheat sheet of the points needed to maintain your certification to help our members be successful.
  - Other key accomplishments include:
    - Providing chapter access to the region's Zoom video conference and Survey Monkey accounts.
    - Holding two in-person board meetings to assist with onboarding and leadership development.
    - Executed a speaker's tour to all six chapters, which saw great attendance for all chapters.
    - The region increased our web and social presence by developing a strategy and engaging volunteers to deliver the plan.
    - The region has been planning our 2019 regional conference taking place this fall in Banff.
    - CWR provided value through our board buddy system. We would like to continue to connect with and support our outgoing chapter leaders.
  - Thank you to our finance and admin directors for their work to keep the region running.

## 6. Board slate for AGM ratification

**Motion:** to ratify the CWR board for the 2018-2019 year as approved by the nomination board.

M/S Kozlowski/Sargent. Carried.

Outgoing board members:

- Jackie Sargent, SCMP, Director of Professional Development & Sponsorship
- Ivan Muzychka, ABC, MC, Director Leadership Development
- Catherine Ducharme, Past Chair

Automatic succession and/or continuation of board positions:

- Tracy Fox, ABC, SCMP, succeeds to Chair



- Jonathan Tremblay, CMP, succeeds to Past Chair
- Tamara Gale, continues as Board Secretary
- Sue Ridewood, ABC, continues as National Programs Director
- Lydia Tay, continues as Communications Director
- Richard Kies, continues as Finance Director

Proposed new board members as put forward by the Nominating Committee

- Will Tigley, as Vice Chair
- Kathy Daeninck, as Director of Leadership Development
- Bart Goemans, CMP, SCMP, as Director of Professional Development & Sponsorship

#### Discussion

Many executive board members are from Calgary this year. This was not intentional, however, and there are still executive board members representing other provinces. CWR always encourages members from chapters across our region to apply. Candidates' skill set is prioritized when nominating the board slate, but CWR will continue to look for opportunities to diversify.

### 7. Presentation of updated bylaws for review and vote

Proposed changes to IABC CWR By Laws:

The following motions are proposed:

**Motion:** to change reference in bylaws from Treasurer role to Finance Director.

**Motion:** Article 5, Section 1 Directors. Change "The Treasurer shall serve a one-year term and may be elected for a second consecutive term." To "The Finance Director shall serve a two-year term."

**Motion:** Article 5, Section 1 Directors. Change "The Secretary shall serve a one-year term and may be elected for a second consecutive term." To "The Secretary shall serve a two-year term".

**Motion:** Article 5, Section 5. Term of Office. Change "The Secretary and Treasurer shall serve one-year terms and may be elected for a second consecutive term" to "The Secretary and Finance Director shall serve two-year terms.

**Motion:** Article 10, Finance: Section 7, Auditor. Change "The Board shall annually appoint an auditor to audit the accounts and annual financial statements of the Region for report to the members." To "The Board shall, every other year, appoint an



auditor to review or audit the accounts and financial statements of the Region for report to the members.

**Motion:** Article 5, Officers. Move to change, “Notice of the Annual Meeting and copies of the approved slate shall be delivered to all Delegates and Alternates in the manner specified by Article 6, Section 4, Paragraph (b), at least 45 working days before the Annual Meeting.” To “(b) at least 15 days before the Annual Meeting.

**Recommendation:** Finance Director explore director liability and allocate amount in budget to cover.

M/S Brayford/Kies. Carried.

## 8. Operational updates

### International update

Jonathan attended the International AGM and was pleased with the discussion. He is excited about new leadership at the regional level, including our neighbours in the Northern Plains and CER. All three regions have strong leaders who will contribute to the discussion at the international level and advocate for our chapters.

Jonathan asked about decreasing membership at the AGM. Membership usually makes up about 50 per cent of our revenue, but it is down to 43 per cent currently. It is being compensated by two strong International Conferences that took place in Montreal and Vancouver. Retention rates are stable but could be improved. The board questioned if International has looked at other similar organizations to see if they are also experiencing membership challenges. Contacts within the region think that other organizations are seeing increasing membership.

IABC investments have taken a bit of a hit but are bouncing back.

The region made an impression on Victoria Dew when she visited and presented at our in-person board meeting and Dare to Lead. They heard our concerns and are looking forward to working with our region to see what we have to offer and keep us engaged. There will be discussion over the summer about how we can be engaged in the international strategy development process.

International has given us two positions on the conference planning committee next year. Two members have been identified to serve on the committee and will report back to the region.

### Canada West Financial Statements



This year's budget included a large deficit. On the revenue side, the region is tracking ahead of budget. CWR brought in more in membership dues than expected. Silver Leaf revenues have skewed our numbers and will be reflected in our financials in the next few months.

Expenses are mostly on track. CWR spent more on the fall in-person board meeting than expected by about \$1,200. We also spent a little more on hospitality at the LI conference in February. Half of the spend for this event was billed back to CER.

Our conference incurred some expenses this year. Conference revenue will be reflected in next year's budget.

Dare to Lead chapter grants and our in-person meeting costs will come out at the end of June. Richard is looking at contingency plans to cover any cash flow issues.

It is projected that CWR will end the year close to the projected deficit.

The budget for next year is expected to operate at a loss of \$6,000. That will not be sustainable for the region and will need to be re-evaluated. Numbers are preliminary, so we will revise the budget as we gather more information about actuals from this year. Aside from the CWR regional conference, chapter grants, board meetings and travel are our areas of greatest expense, and are areas where we can realize savings should budget cuts be necessary. These items likely need to be evaluated in the next board year. The executive will connect this summer to create a plan for the budget challenges.

If you have questions, please send them to Jonathan, Richard and Tracy.

### **Dare to Lead recap and reimbursements**

Tracy and Tamara will connect next week to discuss the takeaways from the in-person board meeting and develop a plan to move forward.

Please submit expenses to Richard so that the numbers will be captured in the financials for this year, which closes June 30<sup>th</sup>.

Ivan will schedule a meeting with Vania and Kathy to recap this year's event and make the transition for Kathy and the Manitoba chapter to take over the lead on the planning for next year.

### **Master Communicator program**

The program is being evaluated by a committee and will be revamped this next board year. The program is striving to be inclusive, as there is a perception currently that it is rather exclusive. The goal is to build transparency. CWR is working to develop a close relationship with the MC committee. Going forward, the region will



be more involved with the committee and the committee will report quarterly to the region. The program is accountable to the regions.

A robust comms strategy will be created to promote the program.

To encourage fair and equal evaluation, we will incorporate the use of a rubric through the nomination process. This will help with transparency. The committee hopes to see more nominations going forward. A nomination package will be sent out shortly for this upcoming year.

The committee has updated all MCs with the designation to fill them in on the changing program developments.

The program launches tomorrow - June 21. The winners will be celebrated at the regional conference this fall.

A consultation process with current MCs will be launched this fall to make sure that they are on board and supporting the changes to the program.

### **Chapter on-boarding manual**

The chapter on boarding manual is being finalized. It will be a living document, so we will adjust annually.

### **9. Chapter round table**

The chapter round table was not completed, due to time.

### **10. Final discussion**

AGM guest, Rio Pisony commented that she enjoyed Dare to Lead and would like the region to find ways to keep the energy and momentum coming out of the conference into the next board year.

The region is excited about the next board slate and the leadership Tracy will bring as chair to the region. CWR has a reputation for being vocal but constructive, which will be continued under Tracy's leadership. Thank you to the executive for your expertise. Thank you Chapter leaders for the strong leadership you bring to the region and your chapters.

### **11. Adjournment**

Motion: to adjourn at 1:03 p.m.

M/S Ridewood/Brayford. Carried.