



**CWR Annual General Meeting
June 10, 2021**

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 29, 2020
5. Report from the Chair
6. Board slate for AGM ratification
 - Outgoing board members:
 - Catherine Ducharme, Past Chair
 - Automatic succession and/or continuation of board positions:
 - Will Tigely, succeeds to Past Chair
 - Sue Heuman, ABC, MC, succeeds to Chair
 - Bart Goemans, CMP, SCMP succeeds to Vice Chair
 - Wendy Thatcher, SCMP continues as Leadership Development Director
 - Roland Pajares continues as Finance Director
 - Danelle Wettstein continues as Communications Director
 - Angela Wilson continues as National Programs Director
 - Amanda LeNeve continues as Administration Director
 - Proposed new board members as put forward by the Nominating Committee
 - Marjorie Huculak, as Professional Development and Sponsorship Director
7. Operational updates
 - International updates
 - Financial report
8. Chapter updates
9. Final discussion
10. Adjournment

Members Present

Board Executive and Directors	Chapter Representatives
Catherine Ducharme, past chair Will Tigley, chair Sue Heuman, ABC, MC, vice chair Danelle Wettstein, communications director Wendy Thatcher, SCMP, leadership deve	Elizabeth Bunney, IABC/Edmonton , IABC/British Columbia Jennifer Cox, IABC/Manitoba , IABC/Calgary Trilby Henderson, IABC/Regina Melody Lynch, IABC/Saskatoon



Bart Goemans, CMP, SCMP, director of professional development & sponsorship Angela Wilson, national programs director Roland Pajares, finance director Regrets: Amanda LeNeve, administration director	Regrets:
Guests	
Marjorie Huculak, incoming professional development and sponsorship director	Jose Vargas, IABC/BC

1. Call to order

Will called the meeting to order at 12:02 p.m.

2. Approval of agenda

Motion: to approve the agenda for the 2021 AGM as presented.

M/S Bunney/Pajares. Carried.

3. Approval and follow up of minutes from past meeting

Motion: to approve the minutes from the May board meeting as presented.

M/S Wettstein/Thatcher. Carried.

4. Approval and follow up of minutes from past CWR AGM held June 29, 2020

Motion: to approve the minutes from the June 29, 2020 AGM as presented.

M/S Wilson/Wettstein. Carried.

5. Report from the chair

Will presented the report from the chair for the 2020-2021 year.



As the COVID-19 pandemic extended longer than expected, we continued to pivot, adapt to situations at hand – both at the region level and at the chapter level. Despite struggles and challenges, we've proved we can find success in our operations.

A key take away is that collaboration within the region is strong – particularly where we leveraged virtual tools and relationships.

1. We adjusted our annual Dare to Lead conference for chapter leaders to adjust to COVID-19 pandemic restrictions and overall evolved behaviours and attitudes toward virtual meetings, events, etc. This involved several smaller virtual sessions throughout the year, culminating in a final virtual conference in May. Thanks to Wendy Thatcher and the Dare to Lead planning team for leading the charge.
2. Community of Practices were established to connect portfolios from all chapters across the region to share best practices, collaborate on initiatives, etc.
3. Chapters collaborated with each other to host virtual events that members from several CWR chapters took part in.

Professional development: CWR sponsored the Snakes and Ladders workshop facilitated by Sharon Hunter that was open to all CWR chapters. This session supported members to identify their strengths and areas for development, providing further direction to participants on their career paths.

Canada West Region conference will be taking place in the fall. Due to continued concerns around COVID-19, the CWR board has elected to host this conference virtually. Watch for more details about this conference in the coming weeks and months.

Sponsorship: Driven by Bart Goemans (Sponsorship Director), new relationships were formed with the Canada East Region to find strategic sponsorship opportunities to benefit both regions and chapters within it.

National Programs: Angela Wilson stepped into this role a bit late this year, but has done a fantastic job of leading this area for the Canada West Region board, collaborating with our Canada East Region counterparts, and guiding the Silver Leaf and Master Communicator programs.

Communications: Under Danelle Wettstein's leadership, we've seen positive improvements in our approach to communications. Advancements in this area include:

- Established a new LinkedIn channel with positive interaction/engagement.
- Continued engagement on our social media channels.



- More conscious effort around how we communicate with our members (including members at large) and board/chapter leaders.

Administration: Amanda LeNeve (Administration Director) has helped us leverage Zoom to support a wider range of activities including supporting Chapters to host virtual events.

Finance: In the Finance portfolio led by Roland Pajares, since the pandemic has impacted our ability to meet in person (which includes Dare to Lead), our budgets / grants for in-person meetings have obviously not been spent, reducing our expenses over the past year. We've worked to maintain spending to support our mandate of supporting chapter leaders. Given our financial management over the past year, we're in a strong position to provide grants and support budgets for in-person meetings and gatherings.

Strategy

This was a maintenance year for us. The reality is that CWR and our chapters' focus needed to be on pivoting to meet the changing requirements and concerns brought forward by the pandemic.

Looking forward, we'll be giving more conscious thought to how we move forward strategically as a region and as a larger organization.

6. Board slate for AGM ratification

Will thanked Angela Wilson for stepping into the National Programs portfolio mid-way through the board year. He also thanks Carmen Palamarchuk for her support in this portfolio for the first part of the year.

Will also thanked Catherine Ducharme for returning to the board for stepping in as Past Chair for the 2020/21 year.

Will thanked Sue Heuman, Bart Goemans, Roland Pajares, Danelle Wettstein, Wendy Thatcher and Amanda LeNeve for commitment to the region as they continue their terms into the coming year.

Motion: to ratify the CWR board for the 2021-2022 year as presented.

M/S Tigley/Ducharme. Carried unanimously.

Outgoing board members:

- Catherine Ducharme, Past Chair

Automatic succession and/or continuation of board positions:

- Will Tigley, succeeds to Past Chair



International Association
of Business Communicators
Canada West Region

- Sue Heuman, ABC, MC, succeeds to Chair
- Bart Goemans, CMP, SCMP, succeeds to Vice Chair
- Wendy Thatcher, SCMP, continues as Leadership Development Director
- Roland Pajares, continues as Finance Director
- Danelle Wettstein, CMP, continues as Communications Director
- Amanda LeNeve, continues as Administration Director
- Angela Wilson continues as National Programs Director

Proposed new board members as put forward by the Nominating Committee

- Marjorie Huculak as Professional Development / Sponsorship Director

Will welcomed the new board members to the team. The incoming chapter VPs will round out the board members for the 2021-2022 year.

7. Operational updates

International update

IABC strategy

Strategy session was presented at Dare to Lead by Danielle Bond (incoming IEB Chair) and Peter Finn (Executive Director of IABC). In this session they reviewed trends in the market, what is core to IABC, clarity of IABC priorities, etc.

Will encouraged CWR members to keep their eyes and ears open in coming months to learn about IABC's strategy moving forward guided by much of the work/thought presented in the dare to lead session.

Updates to International's infrastructure and IT

Moving away from Fontiva system and into a new system. Peter Finn distributed an email last week about these changes. Will encouraged CWR members to review this communication and provide feedback about it either via CWR or directly to Danielle Bond.

He recommended that chapter leaders encourage their membership directors to keep a close eye on these changes so members and their information are not lost in these changes and any of their challenges are addressed appropriately. In particular, keep an eye on 500 club members as there have been some issues of these memberships being erroneously cancelled.

World Conference

Communication from International is coming asking chapters/regions to promote it. The conference will remain virtual this year.



Finance Report

Roland presented the 2019-2020 financial statements to the board and the financial review conducted by Talbot & Associates Chartered Professional Accountants. There is always a lag in the fiscal year presented due to the fact that our AGM takes place prior to the conclusion of our fiscal year.

A financial review is conducted every second year. This activity has a relatively significant cost and effort level, therefore is completed every other year.

Motion: to accept the 2020 IABC/CWR Financial Review Report as presented.

M/S Pajares/Wettstein. Carried.

8. Chapter round table

Carmen Wright (IABC BC) asked about how the region and other chapters schedule their strategic planning and whether anyone had thoughts about how to connect with IABC International's plans for rolling out their strategic plan. Chapters commented with their strategic planning timing in the chat.

Sue Heuman mentioned that CWR was planning to do strategic planning work for the region this summer and will be reaching out to board members about timing for a session. In particular in this session, she plans to do a program review, review CWR meeting schedules and formats, and looking for ways that CWR can support chapters in their operations and work.

Danelle Wettstein asked whether outgoing VPs would like to maintain CWR Slack channel for presidents. Chapter VPs supported this and Danelle will set this up.

Elizabeth Bunney asked about whether a Leadership Handbook for CWR is available. The handbook is available on the IABC Canada website, though the information is a bit dated. This document provides a comprehensive look at how to be a leader within the region, resources and International information.

9. Final discussion

There were no other items for discussion.

10. Adjournment

Motion: to adjourn at 12:54 p.m.

M/S Pajares/Goemans. Carried.



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