



CWR Annual General Meeting June 21, 2023

Agenda

12:00-12:05	Welcome and call to order Declaration of conflict of interest Approval of agenda Approval and follow-up from past AGM minutes	Bart Goemans
12:05-12:15	Report from the Chair	Bart Goemans
12:15-12:20	Votes <ul style="list-style-type: none"> • 2023/24 CWR Board slate 	Bart Goemans
12:20-12:40	Operational updates <ul style="list-style-type: none"> • International updates • Financial report • 2023 Canada West Conference 	Bart Goemans Wendy Thatcher Richard Kies
12:40-12:58	Chapter updates <ul style="list-style-type: none"> • Questions for the Executive 	Bart Goemans
12:58-1:00	Final discussion/questions Adjournment	Bart Goemans

Members Present

Board Executive and Directors	Chapter Representatives
<p>Sue Heuman, ABC, MC, IABC Fellow, past chair Bart Goemans, CMP, SCMP, chair Richard Kies, ABC, vice chair Danelle Wettstein, CMP, administration director Wendy Thatcher, SCMP, finance director Roland Pajares, CMP, leadership development Marjorie Huculak, professional development/sponsorship director Heidi Abramyk, CMP, communications director Tamara Gale, national programs director</p> <p>Regrets: Amanda LeNeve, SCMP, membership director</p>	<p>Susie Erjavec Parker, IABC Manitoba Scott Parker, IABC BC Kristin McVeigh, IABC Calgary</p> <p>Regrets: Elizabeth Bunney, IABC Edmonton Cam Zimmer, IABC Saskatoon Craig Hemingway, IABC Regina</p>
Guests	
<p>Jodi Tauber Shannon McLennan-Taylor</p>	



1. Call to order

Bart called the meeting to order at 12:04 p.m.

2. Declaration of conflict of interest

None.

3. Approval of agenda

Motion: to approve the agenda for the 2023 AGM as presented.

M/S Tamara/Richard. Carried.

4. Approval and follow up of minutes from past CWR AGM held June 15, 2022

Motion: to approve the minutes from the June 15, 2022 AGM as presented.

M/S Sue/Susie. Carried.

5. Report from the chair

Bart thanked all Board members for their support and work over the course of the 2022/23 year. Bart shared highlights from the 2022/23 board year – [see presentation](#).

Dare to Lead

- New integrated approach with CWR and CER
- Chapter grants given to help leaders attend
- Held in Winnipeg in 2022
- Next in October 2023 in Kelowna

CWR Initiatives

- Provided \$500 to each chapter for membership month ad campaigns
- Also provided \$2,500 to each chapter support leaders attending World Conference in Toronto

Membership Update

- From 2020 through 2022, membership went from 1,728 to 1,406 members in CWR
- As of June 2023, we have 1,369 members
- Canada East and West make up about 45 per cent of IABC members worldwide
- Canada West has seen excellent retention rates relative to the rest of IABC during member months but saw a huge drop between October 2022 and March 2023

Communications – Heidi

- New website launched in September 2022
- New email platform shared with CER to email CWR/CER and Canada members
- Amazing work by volunteers Ali and Meagan
- Continued collaboration with CER



National Programs – Tamara

- Successful Silver Leaf program in 2022, with total revenue of \$2,080 generated for the region
- Master Communicator program is being revamped – look for a re-launch in Fall 2023

6. Board slate for AGM ratification

Sue shared the board slate for the 2023-24.

Motion: to ratify the CWR board for the 2023-24 year as presented.
M/S Roland/Danelle. Carried.

Outgoing board members:

- Sue Heuman, Past Chair
- Marjorie Huculak, Professional Development/Sponsorship
- Amanda LeNeve, Membership

Automatic succession and/or continuation of board positions:

- Bart Goemans, CMP, SCMP, succeeds to Past Chair
- Richard Kies, ABC, succeeds to Chair
- Danelle Wettstein, CMP continues as Director of Administration / Board Secretary
- Heidi Abramyk, CMP continues as Director of Communications
- Tamara Gale continues as Director of National Programs
- Roland Pajares, CMP continues as Director of Leadership Development

Proposed new board members as put forward by the Nominating Committee

- Jodi Tauber – Director of Finance
- Shannon McLennan-Taylor – Director of Professional Development/Sponsorship

Sue welcomed the new board members to the team. The incoming chapter VPs will round out the board members for the 2023-24 year.

7. Operational updates

2023 Canada West Conference – Susie

- The team has [finalized the speaker roster](#) – great speakers, diverse group and topics
- Susie is not actively recruiting a co-chair but if you are interested or know someone who is interested, get in touch
- Call-out for conference writer currently; also got a graphic designer to help with creating materials
- Still looking for a keynote – send Susie any possibilities – needs to appeal to a broad audience but also speak to current challenges for communicators in 2023, possible tie-in to mental health/burnout

Dare to Lead – Marjorie

- Has met with Andrea of Swansea and joining conference meetings
- Andrea has suggested venues other than the hotel to host Dare to Lead



- At the last Dare to Lead, we saw a large proportion of new leaders who had never been to Dare to Lead before
- We also have quite a few that have been volunteering with IABC for some time
- Need to focus on making connections and collaboration opportunities
- But also fun!

Finance Report – Wendy

Wendy presented the 2021/22 financial statements to the board. The 2022/23 financial statements will be reviewed at next year's AGM.

A full financial review is conducted every second year, the last being in 2022/23. This activity has a relatively significant cost and effort level, therefore is completed every other year.

Motion: To accept the 2022 IABC/CWR Financial Review Report as presented.
M/S Wendy/Tamara. Carried.

Motion: To accept the 2022/23 financial statements as presented.
M/S Wendy/Sue. Carried.

8. Remarks from current and incoming Board members

Bart acknowledges that serving on a board is difficult work, in addition to balancing our careers, family, etc. Thank you for service. Take care of your mental health and ensure you don't burn out.

Susie makes a comment that she's trying to dispel the myth that people think they aren't experienced enough to join a board. It's not about experience – it's about enthusiasm. Tamara suggests this could be an event.

Bart reiterates that we had a lot of new leaders at Dare to Lead. It's important to find out why people joined the board to continue to encourage new leaders to join. Similarly, myth busting is part of encouraging people to get their certifications with GCCC.

As acting chair of the credentials committee for IABC, Sue will be reading the result of the vote at this afternoon's IABC IEB AGM. Join if you're able.

Richard, as incoming chair, thanks Sue, Amanda and Marjorie, departing board members. Thank you to everyone staying on. And welcome to Jodi and Shannon. "May you live in interesting times." We're living in interesting times in IABC. Whatever the outcome of Stronger Together, let's come together as a region.

9. Final discussion

Thanks to Bart for everything this year. And Danelle for setting up the AGM.

10. Adjournment

Motion: to adjourn at 12:44 p.m.
M/S Richard/Susie. Carried.