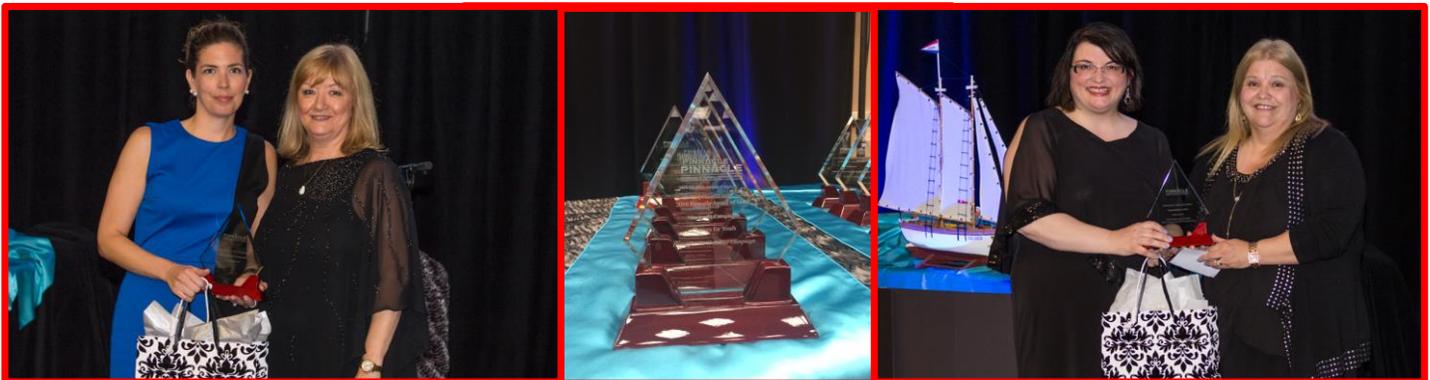


Annual Report 2015 - 2016



International Association
of Business Communicators
Newfoundland & Labrador



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President's Report

Debbie A. Ryan

As IABC-NL's 2015-2016 program year is ready to wrap up, I am so pleased to say that thanks to the work of our Board, IABC-NL continues to be on very solid footing as it moves forward, and on the right path to serve its members effectively. Our focus in the past year has been on succession planning, and will continue to be one of our key priorities going forward.

IABC-NL continues to be a strong and active chapter. The organization's finances remain healthy; membership remains in a good position; and we continue to benefit from having many engaged and dedicated volunteers who give their time to the chapter and its members.

As a team, and despite the fact that our board has significantly reduced in size, we have certainly focused our efforts and made much progress, putting together a valuable program, combining professional development with networking, and realizing a slight profit.

We have also taken time to savour our successes. IABC-NL was very honoured to be, once again, named International Small Chapter of the Year at the Chapter Management Awards held in February. When you consider that we are but a small chapter among a global network of more than 80 chapters, we have much to be proud of. We were also recognized again with an award for Financial Management. In addition, Martha Muzychka, ABC, MC – a long-time supporter of IABC, at the local chapter level, as well as regionally, nationally and internationally – received the designation of Master Communicator. This is the highest honour that IABC bestows on a member, recognizing lifetime achievement in the communications field. Congratulations from all of us IABCNL.

I want to thank Martha and Lynn Barter, ABC for kicking off our year in July of 2015 with a great strategic planning session. Special thanks to our board, Mark King, Mary Tucker, ABC, Diana Quinton, ABC, Kathy Dicks-Peyton, ABC, Glenda Power, Jean Graham and Ronald Walsh, ABC, for your time, treasure, passion and patience, as we worked through the challenges. You are a small but mighty team of communications professionals. I truly appreciated and admired your dedication, and the time and energy you graciously gave to better the chapter. Thanks also to Mark King for acting as judging coordinator, and Glenda Power for chairing our Pinnacle Awards committee; and to all the committee members, for their hard work, planning and determination in delivering yet another wonderful awards event, capping the year off with a celebration of communications excellence.

Our passion and our reason for being is our members. On behalf of the Board, I thank all our members for their continued commitment to IABC. We look forward to continuing to provide opportunities for you to expand your skills, create connections, and advance your communications careers.

Sincerely,

Debbie A. Ryan

President, IABC-NL

Finance

Debbie Ryan, Vice-President Finance

Maintaining accurate, reliable and accountable finances at the chapter level is an extremely important part of IABC-NL. Each year we diligently review our finances to ensure best practices and efficiencies are being maintained. This past year we have seen great savings in managing our own day-to-day finances, while still maintaining a great relationship with our professional accounting firm. During 2015-2016, the chapter implemented financial protocols for invoicing and monthly bank reconciliations, using Sage 50, a basic Simply Accounting program. Year-end financial statements, consistent with Canada's generally-accepted accounting principles for non-profits will continue to be provided by the accounting firm. The chapter has a strong bank balance of \$17,720.55 and a GIC valued at \$3,459.63.

Our chapter continues to be in the fortunate position of being very financially stable, and achieving own-source revenues from our professional development events, annual awards program, and other channels, in addition to a portion of membership dues received from International.

The Vice-President, Finance is responsible for making all bank deposits, paying expenses, preparing invoices and posting all interactions in Sage 50. In addition, the position is responsible for finding efficiencies and making recommendations that improve the financial health of the chapter and deliver value for membership.

Last Year (year-ended June 30, 2015)

At June 30, 2015 highlights of the chapter finances were as follows (see attached Statements for further information):

Accounts Receivable	\$ 14,293
Revenue	\$ 27,447
Expenses	\$ 21,540
Net Income	\$ 5,907
Bank Balance	\$ 24,190
GIC Value	\$ 3,456

This Year (July 1, 2015 – June 20, 2016)

As of June 20, 2016* highlights of the chapter finances are as follows (see attached Statements for further information):

Accounts Receivable	\$ 17,724
Revenue	\$ 24,541
Expenses	\$ 19,483
Net Income	\$ 5,058
Bank Balance	\$ 21,268
GIC Value	\$ 3,459

**For reporting purposes, financial statements are to June 20, 2016, due to timelines for the AGM. As the year is still in progress to June 30, 2016, both revenues and expenses will increase slightly prior to year-end, which will be reflected in the final financial statements.*

Key Financial Goals and Results for 2015-2016

Our main goals from a financial management perspective were as follows:

- Maintain a healthy bank balance.
- Consider all opportunities for efficiencies and make recommendations that can enhance the financial health of the chapter and the value received from a membership.
- Diversify the revenue stream through increased promotion of job postings and securing ongoing sponsorship of the chapter and events.
- As much as possible, settle outstanding receivables through collections and/or write-offs, by continuing to reduce 90+ day receivables, particularly those 24+ months overdue; while continuing to actively pursue 2014-2015 receivables by resending invoices and following up with phone calls and letters.
- Continue to promote advance payment for events via Eventbrite; and if possible, move to an advance payment-only system whereby invoices are not issued for events at all.

The following are some highlighted achievements:

- The chapter was able to launch a new vibrant, easy to use, modern website, on time and on budget.
- The Pinnacle Awards event overall was a great success financially with two cash sponsorships this year; we would like to acknowledge Atlantic Lottery Corp and Reddy Kilowatt Credit Union for their partnership, Genoa Design for purchasing an ad in our Pinnacle Awards Program, and Coast 101.1 FM for providing in-kind support and creating awareness about IABCNL.
- Our online payment system for events continues to pay dividends. It has enhanced convenience for members, while cutting down on administrative effort (invoicing, etc.) and overdue receivables, therefore improving cash flow. A shrinking proportion of those who register for events are paying by invoice.
- Our Director Professional Development/Networking, did an incredible job of providing topical speakers and themes which resulted in well-attended events. A conscious effort to keep expenses down (e.g. venue, food, etc.) helped us deliver these in a financially feasible way. The program realized a small profit of \$829.54.
- Revenues from job advertisements also did well for this year.

Professional Development & Networking

Diana Quinton, ABC, Director

Professional development and networking events for IABC-NL have been a blast to host this year! In total, we held six events, three of which were free to members, and we made a profit of \$830. Topics were diverse and included the 2015 federal and provincial elections, innovations in communications, public engagement, and the new IABC communication management professional program. In addition to these events, members donated their time and money on a Saturday morning in December 2015 to serve breakfast for guests at The Gathering Place. Thank you to all members who participated this year in furthering the conversation about the communications profession in Newfoundland and Labrador.

Revenue	\$ 7045.00
Expenses	\$ 6215.46
Profit	\$ 829.54

Powers and Daly Featured at Kickoff Luncheon

September 29, 2015, Capital Hotel, St. John's

IABC NL invited commentators Tim Powers and Paddy Daly to speak about the upcoming federal and provincial elections at the kickoff luncheon. Over 40 communications professionals attended the event and joined the conversation about the anticipated impact of the elections on our province and what that means for communicators. Tim concentrated on the federal scene and provided some brand new Abacus Data results. He also talked about the importance of the strategic process which can often dictate how a party responds to a particular issue; and emphasized that consistent monitoring throughout a campaign is needed to determine whether messaging is working. Paddy was upfront and engaging as he delivered his presentation, which focused primarily on the province's political parties and their individual plans moving forward into the election. Twitter comments reflected the buzz in the room generated from both speakers - pointed political commentary, insights, entertainment, and interesting perspectives. In addition to the featured presentation, participants had the opportunity to chat with colleagues, some of whom they hadn't seen in a while.

Incredible Line-up of Speakers Featured at Innovations Workshop

November 6, 2015, Capital Hotel, St. John's

IABC-NL and sponsors CNW and Praxis Communications hosted the 2nd Annual Innovations in Communications workshop. Approximately 30 communications professionals attended the half-day event. The morning began with a Rápido session in which speakers had just six minutes each to tell their stories! The session was moderated by Chantal Bernard, CBC Newfoundland and Labrador, and included Champion Powerlifter Vicky Taylor Hood; Jill Curran, Lighthouse Picnics; Lisa Browne, Stella's Circle; and Gina Pecore, Genoa Design. Then, we opened the conversation about the evolution of content creation, news gathering, and communications strategy with an expert communications panel consisting of M5 Marketing's Michael Pickard; Victoria King, CBC Newfoundland and Labrador; and Martha Muzychka, ABC, MC, Praxis Communications. We were very fortunate to have lawyer Lynn Moore as guest speaker at our luncheon. She shared her experiences and advice on navigating challenging conversations.

Communications Practitioners Get to the Heart of the Community

December 5, 2015, Gathering Place, St. John's

Communications professionals in St. John's traded business suits for aprons as they prepared and served a home-cooked breakfast for guests at the Gathering Place. By volunteering at the Gathering Place, we wanted to give back to the community of which we have been so fortunate. This is part of the Gift of Communication initiated by the International Association of Business Communicators. Members of our association donated their own money and time to purchase supplies, and to prepare and serve the breakfast. In return, we had the opportunity to chat with guests and to hear their stories. Our gift of communication to the Gathering Place is to help to get the word out about the work that they do. The programs and services of the Gathering Place are offered primarily to people who are homeless or live in less than desirable housing conditions, people who are often unemployed and to people who do not have adequate social supports at this time in their lives.

Holiday Season Celebration

Wednesday, December 9, Piatto Pizzeria, St. John's

Members of IABC-NL opened the holiday season and honoured Martha Muzychka, ABC, MC, who was recently awarded as one of three Master Communicators in Canada by IABC. Also joining us at the holiday social was award-winning author Kevin Major who read from his book *The House of Wooden Santa's*, a family Christmas classic. The book has become a particular favourite in Newfoundland and Labrador where it is read both at home and in schools during the days leading up to Christmas.

Introduction to the New Communication Management Professional Program

January 20, 2016, CNIB, St. John's

Maria Driscoll, Newfoundland and Labrador's first graduate of the new Communication Management Professional (CMP) program, discussed her journey through the program and providing tips to IABC members who are interested in professional certification – a process of life-long learning that elevates your career and provides a structure for keeping your skills fresh and applicable. The Communication Management Professional program recognizes professional communicators who meet the Global Standard and is the first of four planned certifications that represent various career levels of the communication profession. The program is designed for communicators with five to seven years' experience.

Public Engagement and Our Role as Communicators

January 25, 2016, Capital Hotel, St. John's

IABC-NL held a working luncheon and panel discussion for approximately 35 participants at the Capital Hotel focused on public engagement and our role as communicators. Leading the discussion was Mary Tucker, ABC, Tucker Communications; Victoria Etchegary, Manager, Strategic Development, Office of Strategy and Engagement, City of St. John's; and Sandy Brennan, Manager of Public Engagement Supports with the Office of Public Engagement at Memorial University. The Honourable Siobhan Coady, Minister Responsible for the Office of Public Engagement, Government of Newfoundland and Labrador, also joined us and provided an overview of government's public engagement projects such as the Government Renewal Initiative.

Membership and Marketing

Robyn Lush, Director

The current membership year, 2015-2016, has been one of opportunity for IABC-NL.

Outlined as a key goal in both the 2013-2014 and 2014-2015 annual reports, we've made significant inroads in the student marketplace with key contacts at the College of the North Atlantic (CNA). The college is committed to working with us in the upcoming fiscal year in the hope of building student involvement and more importantly increase student membership in IABC NL.

This relationship will serve three key benefits:

1. To build and enrich IABC-NL membership.
2. To support and train students as they move into the workforce.
3. To contribute to succession planning.

In addition, I am happy to say that we increased our membership during this fiscal year.

Membership numbers currently stand at 61 (as of June 2, 2016), as compared to 58 a year ago. Chapter rebates from July, 2015 to April, 2016 stand at \$1,480.

We expect this growth to continue due to several factors:

1. The development and recent launch of our new website, will ensure members have the latest information in communications available to them at the click of a button.
2. Our professional development sessions, will continue to give members the opportunity to network and learn.
3. IABC-NL expanding presence in social media.
4. Improvement in MMA membership tracking, reporting and management.
5. Inroads in the student marketplace.

As always, we are dedicated to promoting excellence in communications, expanding knowledge, and ensuring quality through ethical practices and accreditation.

Through the collective efforts of our volunteer board, and your support, 2016-2017 is shaping up to be a positive year for IABC-NL.

Membership Marketing Activities 2015-2016

- Connected with members at events.
- Checked MMA at end of each month to determine lapsed members and update email lists.
- Sent welcome emails to new and renewing members, personalizing the messaging where possible.
- Emailed lapsing and lapsing soon members, personalizing the messaging where possible.
- Provided membership report to President and Board at executive meetings.

Recommendations/Actions, 2016-2017

- Member survey, June 2016, in advance of strategic planning session.
- Survey will begin Monday, June 13, 2016 and close Friday, July 8, 2016.
- Utilize IABC-NL branding in promotional activities, i.e. Christmas cards, swag.
- Investigate value of reviving members bringing non-members to events.
- Utilize storytelling where possible to engage with members and potential new members, with a focus on positive success stories.
- Utilize CMP Certification to promote membership.

Student Engagement

- Continue to work with CNA via, John Barry.
- Meet with him prior to the IABC NL strategic planning session to determine student needs.
- Formalize professions/programs that will be a logical fit with IABC (discuss during strategic planning session).
- Determine level of Board involvement with CNA and its students.
- The ultimate goal for CNA is to have IABC membership included in student tuitions for the 2017-2018 academic year.
- A student mixer has been planned for the third week of September, 2016 with exact date TBD.
- Continue to engage with the school throughout the year.

Each of our events has been strategically promoted through all of IABC NL's social media channels and through the IABC NL website and e-newsletter. We also made an effort to provide members with the opportunity to invite a non-IABC member friend or colleague to the events to emphasize the importance of membership and our commitment to value for members.

Communications

Ronalda Walsh, ABC Director; Jean Graham, Member-at-Large

The 2015-2016 Board year was very busy for the Communications portfolio. There was increased focus on developing a monthly strategic content calendar for sharing of information across multiple platforms and engaging members and non-members.

Our primary tools for connecting with our target audiences consisted of Facebook, Twitter, MailChimp, Eventbrite, and our website. During this year, the portfolio worked regularly with other Board members to promote professional development events, networking sessions, membership inquiries as well as co-ordinate media coverage.

This year our major project involved the creation and development of a new website. With the support of KCD Web Services and each Board member, a new website design was created and content was updated. The new site is cleaner, brighter, more modern, and better to navigate. The project completed on time and on budget.

There was a redesign of the newsletter with a focus on being shorter and more consistent with layout and content. The newsletter moved from a 'post when needed' to a consistent, monthly posting/distribution. It was posted the second week of every month and contained content from the various Board members. The newsletters provided greater opportunity to showcase our events, promote successes of our members, and highlight what's happening internationally.

A member profile feature was also launched this year. There were several members featured and there is hope that this wonderful promotion of our members will gain momentum in the year ahead. The profile template is posted on the IABC-NL website for members to download, complete, and email the chapter. It's a lovely way to give additional profile to the wonderful people that make up our membership.

Each job posting or event IABC-NL hosted was promoted via social media channels and the website. There was also an increase in postings to promotion international offerings e.g.) workshops, webinars, professional designations, etc. During 2015-2016 our social media followers increased. Twitter went from 1,060 to 1,180. Our Facebook 'likes' increased from 352 to 401. The chapter also sent 20 email campaigns to the membership and other contacts where applicable. This is a decrease from last year due to the fact we are utilizing our social media channels more effectively to share information. We've received feedback from the membership over the years that there can be too many emails from IABC (provincial and international collectively) so we are responding to the needs of our membership.

Recommendations:

- Continue to integrate communications with all portfolios to ensure timely sharing of information and promotion of the chapter.
- Continue to develop the monthly content plans to have more of a strategic approach to communications and media relations.
- Work with the membership portfolio to update email distribution lists to ensure the lists are current and properly reference in MailChimp.
- Ensure the monthly newsletter continues with relevant content and contributions from board members. It may be beneficial to consider asking the membership to contribute content. It is further recommended a new layout/design be developed to allow for the information of photography, etc., without increasing file size of the number of pages.

- Update website content as needed.
- The President, incoming President and Communications portfolio personnel should all be trained to update the website. It is recommended that the number of people who have access to the backend of the website be limited to avoid confusion, ensure the updates are made consistently and in compliance with the look and feel of the website, while meeting international brand standards.

Pinnacle Awards and Sponsorship

Glenda Power, Director

The 2016 Pinnacle Awards, with the theme Navigating for Success, took place on Tuesday, June 7, at Memorial University's Bruneau Innovation Centre, with approximately 100 people in attendance (IABC members, award winners, supporters and sponsors).

Presenting sponsor was College of the North Atlantic. A student design team - Karly Barker, Jamie Lewis and Holly Tait - developed the creative design and collateral elements for the event, under the supervision of instructors John Barry and Tera McDonald. Karly's design of a ship atop swirling ocean waters was the anchor for the look and feel of this year's Pinnacle Awards. Signage, a photo backdrop, student award certificates and other collateral was designed and printed by the CNA team. In addition, CNA students provided music for the reception and during the awards presentation under the direction of Wade Pinhorn, adding a new and wonderful element to the Pinnacle Awards. The event photographer was also a CNA student.

Coast 101.1 FM was the gold sponsor for the event, with Morning Show personality Bill Hart serving as host. He was joined by Glenda Power, Pinnacle Awards Chair. The partnership with Coast also included pre-event promotional radio spots and post-event ads congratulating winners.

Silver event sponsors were Memorial University, Event3Sixty, Atlantic Lottery Corporation, Newfoundland Chocolate Company, Bense SurgiSpa, and M5 Public Affairs. Reddy Kilowatt Credit Union was a bronze sponsor of the event and Genoa design supported our program by purchasing an ad. Many thanks to all our sponsors for their wonderful support!

Thirteen Pinnacle Awards of Merit were presented and six Awards of Excellence, including the Pinnacle Award of Excellence for Communications Professional to Colleen Ryan, ABC, Vice President of M5 Public Affairs, and the Pinnacle Award of Excellence for Organizational

Leader to Denise Hayes, 20-year volunteer with the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre.

Talented students of the College of the North Atlantic and Academy Canada were presented with a total of 30 award certificates.

The Pinnacle Awards Committee was comprised of Glenda Power as Chair, Debbie Ryan, Kathy Dicks Peyton, ABC, Lesley Clarke, and Mark King as Judging Co-ordinator.

Congratulations to all Pinnacle Award recipients!

2016 IABC-NL Pinnacle Awards Budget

Revenue

Atlantic Lottery Sponsorship - \$2,000
Reddy Kilowatt Credit Union Sponsorship – \$1,000
Award submission fees - \$3,260
Event ticket sales - \$4,380
Programme Ads - \$500

Total Revenue \$11,060

Expenses

Catering (food, servers, tables) - \$1,786.30
Bar Services \$250 (estimate - invoice pending)
Pinnacle Awards - \$1,894.67
Event3Sixty – \$2,000
Miscellaneous (frames, gift bags etc) \$315.60

Total Expenses \$6,246.57

2016 Pinnacle Awards Net Revenue - \$4,813.43

Presenting Sponsor

Gold Sponsor



College of the North Atlantic



Silver Sponsors



Bronze Sponsor



REDDY KILOWATT

Celebrating 60 Years – 1956-2016

Nominating Committee

Mark King, and Debbie Ryan

IABC NL 2016-2017 Proposed Slate – Board of Directors

Immediate Past-President
President
Vice-president Finance/Incoming President
Executive Assistant
Director, Membership & Marketing
Director, Sponsorship & Pinnacle Chair
Director, Communications
Director, Professional Development & Networking

Kathy Dicks-Peyton, ABC
Debbie A. Ryan
Diana Quinton, ABC
Mary Tucker, ABC
Robyn Lush
Kathy Dicks-Peyton, ABC
Gillian Costello
Maria Driscoll, MBA, CMP

Ex-Officio

Judging Coordinator
CMP Coordinator

Mark King
Maria Driscoll

IABC NL 2015-2016 Board Members

Immediate Past President
President
Vice-president Finance
Member-at-Large
Executive Assistant
Director of Communications
Director of Membership & Marketing
Director of Professional Development & Networking
Director, Sponsorship & Pinnacle Awards Chair
At Large, Communications

Mark King
Debbie A. Ryan
Debbie A. Ryan
Kathy Dicks-Peyton, ABC
Mary Tucker, ABC
Ronalda Walsh, ABC
Robyn Lush
Diana Quinton, ABC
Glenda Power
Jean Graham

Ex-Officio

Judging Coordinator

Mark King