Annual Report
2017-2018
Professional communicators at the heart of every organization
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Message from the President

On behalf of the board of directors of IABC NL, it is my pleasure to present you with our annual report for 2017-2018.

We have had so much to celebrate this year. Here are just a few of the many examples:

- IABC NL won Small Chapter of the Year, as well as Awards of Excellence for financial management and event management through the Chapter Management Awards program presented at Leadership Institute.

- At Pinnacle Awards 2018, the most prestigious awards program in Newfoundland and Labrador, we showcased award winning communications projects and professionals including Glenda Power and Martha Muzychyka, ABC, MC, and Organizational Leader Dr. Andrew Furey.

- Fortis Inc. Canada and The Rooms Corporation both won Gold Quill Awards of Excellence.

- Lynn Barter, ABC, MC served on a 2018 IABC Gold Quill Awards Blue Ribbon Panel.

- Long-standing member Colleen McConnell and her daughter Alexandra Vaughn-Jackson both convocated from Memorial University in May with their business degrees.

- Ronnie Walsh and Nine Island Communications launched Extrapreneurs, a new series on Rogers TV highlighting women in business.

- Laura Barron and I were the first two people in Atlantic Canada to receive our certification for Strategic Communication Management Professional, joining Maria Driscoll who was the first person in the province to become a Communication Management Professional. This program is designated by the Global Communication Certification Council. We are pleased to announce that we will be offering the next certification exam on Saturday, September 22, 2018 in St. John’s.

I have thoroughly enjoyed working with our energetic, volunteer board of directors who ensure our members are at the heart of everything we do and I look forward to the many good things to come with new leadership at the board level in 2018-2019.

Together, we are helping to advance our profession, create connections, and develop strategic communicators in our province.

See you at our annual general meeting in September.

Diana Quinton, ABC, SCMP
Professional Development and Networking

In 2017-2018, IABC NL provided a combination of professional development and networking opportunities for members, including annual general meeting, Coffee and Conversation, holiday social, and Innovations in Communications 4.0. This is in addition to Pinnacle Awards 2018.

Annual General Meeting:

We kicked off the year with our annual general meeting held in September 2017 at which our annual report and our board of directors were approved.

Coffee and Conversation:

Free networking events, branded Coffee and Conversation, were held at Jumping Bean on Elizabeth Avenue to provide members with the opportunity to mingle and grab a coffee on their way to work.

Holiday Social:

In December 2017, IABC NL invited members to Piatto to celebrate the holiday season. We were treated to a performance by Quintessential Vocal Ensemble.
Innovations in Communications 4.0:

IABC NL hosted Innovations in Communications 4.0 on Tuesday, October 24, 2017 at The Suncor Energy Fluvarium which featured a full day of interactive sessions. The event was sponsored by Cision and had 35 attendees. The day began with coffee and networking followed by Rapido, an exciting form of rapid fire storytelling.

After a group debrief and morning break, there was a discussion on branding with Dr. Alex Marland, political science professor and associate dean with Memorial University. Dr. Marland is also author of Brand Command: Canadian Politics and Democracy in the Age of Message Control, which won the 2016-2017 Donner Prize for best public policy book by a Canadian.

Lunch focused on sharing goals for 2017-2018 with colleagues, old and new.

The afternoon included a workshop on reputation resiliency with Communications Consultant Jacqui d’Eon, ABC, MC. Jacqui shared a framework to assess risk exposure and establish protocols to mitigate against reputation damage.
The primary goal of the Membership and Marketing portfolio is to grow and maintain membership of the IABC NL local chapter. We are pleased to report that membership has grown during the 2017-18 fiscal year and is now at 63 members strong.

Recruitment

Growing Student and Partner Engagement

Following our previous year’s plan to expand our student recruitment and leverage access to the field and experiential learning opportunities for College of the North Atlantic (CNA) students, discussions took place with the CNA administration with favourable results. All parties are open to exploring these opportunities.

A meeting of stakeholders, including CNA administration, faculty and students, is planned for September 2018. The intent is to expand upon the current partnership with CNA’s Graphic Design program and engage students from other program disciplines to encourage involvement in the Pinnacle Awards program and expand student membership.

We are also engaging administration at CNA to explore opportunities for a mentoring program and possible Master Classes and/or Communications curriculum expansion that reflects the current industry.

Member Onboarding

Welcome emails were sent to new and renewing members, connecting them with available resources, and also advising of upcoming events and networking opportunities.

October 2017 and March 2018 marked Membership Months for IABC, which saw discounts offered on membership and renewal fees. As part of Membership Month activities, we reached out to members who recently lapsed or would soon be lapsing to let them know about the 10 per cent discount, as well as the chance to win prizes from International. Additionally, emails, tweets and Facebook posts were created for these months targeted at new and existing members. These months were a success for both recruiting and retaining members, with IABC NL securing 11 new members as well as eight renewals specifically in those two months.
Retention

Membership Management Area

We review activity within the membership management area at the end of each month to determine lapsed members and update e-mail lists. With this information, we send personalized emails to lapsed and soon-to-lapse members to ensure continued engagement. When needed, troubleshooting is completed with members who are having difficulty in renewing/joining. When a member decides to leave the chapter, the Director of Membership and Marketing will also inquire about their reason for not renewing.

Networking

Membership and Marketing connects with both members and non-members at professional development sessions, awards and other events, in an effort to engage members. At these events, promotional materials may be provided to attendees promoting the chapter and the benefits of membership.

We provided a Coffee and Conversation Event in November 2017 to discuss current practices in the communications community and lifelong professional development opportunities, and again in March 2018, where our board members Gillian Costello and Jackie O’Brien spoke about their experience at the Leadership Institute in San Diego.

Recognition

In an effort to recognize our members and promote the talent and experience within the group, in 2018 we implemented a series of membership profiles with a Q&A format, which are featured on the local IABC NL website and shared via social media channels. To provide more information about and connection with IABC NL’s volunteer board of directors, we have also initiated a series of Q&A profiles of each board member, starting with current IABC NL President, Diana Quinton.

The chapter also used networking events to recognize and thank members for their support. This year’s Christmas holiday event was held at Piatto and featured the Quintessential Vocal Ensemble. An email holiday card signed by board members was also sent to all IABC NL members.
This year, the communications portfolio forged forward with three main goals:

- To grow interest in the work of our chapter both internally and externally;
- To celebrate the success and accomplishments of the chapter and our members; and
- To promote events, news and opportunities.

To successfully execute all of our goals this year, we equipped ourselves with the necessary content, and pushed it out using a number of mediums including Gmail, Eventbrite, Mail Chimp, social media, our website and news releases. We also ensured our content aligned strongly with the IABC brand. From updating our sponsorship package to aligning our social media content and imagery, we weaved IABC International’s graphic standards into our publications and digital platforms.

Most importantly, Communications worked in conjunction with other board members to strategically communicate information appropriately to various audiences including membership, media and the business community also sharing information on professional development events, as well as signature events, such as the Innovations in Communications 4.0, the Pinnacle Awards and the member coffee breaks.

Growing Our Tribe

This year, to align with IABC Internationals theme for Membership Month, we looked for creative ways to grow our tribe. This meant supporting both recruitment and retention activities, such as member profiles, but also engaging our members and community through enhanced use of digital media. For one, we grew our digital reach through the introduction of an IABC NL Instagram Account and LinkedIn account. While we continue to work on growing our LinkedIn reach, we are pleased with the growth we have already experienced on Instagram. After only launching in February, our Instagram account already has 115 followers, and we expect further growth as we enhance utilization of this platform.

During leadership institute in San Diego, our attending board members provided real time updates through social media platforms engaging members and the community using Twitter and Instagram in real time during the sessions. During our Pinnacle Awards Gala and Innovations in Communications 4.0, we engaged other networks tagging participants and extending our tribe’s reach both within and beyond Newfoundland and Labrador. This year, we had over 75,000 tweet impressions, with approximately 25,000 achieved in June through recognition of Pinnacle Award winners.
Celebrating Success

Communications also utilized digital platforms to celebrate and promote a number of achievements realized by the chapter and its members this year.

At the Chapter Management Awards in San Diego, our team shared with members and the community in real time that the chapter won two Awards of Excellence and Small Chapter of the Year! We then followed up on this excellent news through an e-blast to members and friends of IABC NL, as well as a news release that was distributed through Cision and on our website.

We were also pleased to share news of the accomplishments of our members this year through e-blast, social media and news releases. Some accomplishments we celebrated included the Rooms and Fortis Inc.’s Gold Quill Awards, two members being the first to complete the SCMP designation in Atlantic Canada and Pinnacle Award winners.

Promoting events, news and opportunities

We kept our members informed this past year through regular e-blasts, updating them on events, certification, jobs and more. Previous discussion and surveys of members determined email as the preferred means of contact, and the open rates show us this remains the case.

In total, we sent out 37 e-blasts, with an incredible open rate ranging from 79.3 to 24 per cent, well above the 19.3 per cent industry average. In fact, 24 of the emails sent has an open rate of more than double the national average.

We were pleased to see a strong interest in certification amongst members, with a 69 per cent open rate for an informational email.

We’ve also seen a continued interest from members in receiving job opportunities, with these emails having the highest open rates. We were pleased to share eight job postings this year, and two volunteer positions with our membership through email, which we then reinforced through social media teasers as this is a member only benefit.

Digital media remained an important part of our communication equation, with frequent updates to the website to ensure relevant information is available to members. Our social media platforms also continued to do well, and helped us promote our Pinnacle Awards Gala, professional development and networking events, which were all attended well.

Communications also increased the number of news releases issued by the chapter by 50 per cent, and all releases were also shared with members through email and social media.
Pinnacle Awards and Sponsorship

The 2018 Pinnacle Awards took place on June 14 with approximately 100 people in attendance.

Kathy Dicks-Peyton
Director,
Pinnacle Awards and Judging Coordinator

IABC NL President, Diana Quinton, ABC, SCMP with Tera McDonald, Student Pinnacle Award recipient.

Kathy Dicks-Peyton, ABC, Pinnacle Chair with the chapter’s first SCMP designates, Laura Barron and Diana Quinton.
The 2018 Pinnacle Awards took place on June 14, at Spirit of Newfoundland Theatre, with approximately 100 people in attendance (IABC members, award with winners, supporters and sponsors). Hosts for the event were Karen McCarthy, Vice-President of Corporate Affairs at Fortis Inc., and Jonathan Crowe, journalism instructor at College of the North Atlantic.

Event sponsors included: College of the North Atlantic, Atlantic Lottery Corporation, Fortis Inc. and Functional Communications and Events.

Entries were received from industry professionals, and students from College of the North Atlantic and Academy Canada.

During the Pinnacle Awards Gala, six Awards of Merit and four Awards of Excellence, as well as the awards for Communications Professional (Martha Muzychka, ABC, MC – Praxis Communications and Glenda Power – Royal Canadian Mounted Police) and Organizational Leader (Dr. Andrew Furey – Team Broken Earth) were presented. In the student category four awards were presented.

This year the board moved to the online Awards Force program that is being used by IABC International, and it proved to be quite successful.
IABC NL’s financial position at end of the fiscal year, June 30, 2018 remained very strong with net assets of $15,244.

In 2018, expenses decreased to $20,369 compared to $22,113 in 2017. In 2018, revenues also decreased to $17,941 from $19,270 in 2017.

Overall revenue for professional development events decreased in 2018 to $2,570 from to $3,910 in 2017. We received a sponsorship of $750 from CNW to support the Innovations in Communications 4.0 event in October 2017.

Pinnacle revenue from award submissions and ticket sales in 2018 was $6,735 compared to $7,390 in 2017. This year we invested $1,516.25 in a new judging platform, Awards Force. Consideration will be given to utilizing the tool again for the 2018-19 year. Event sponsorships also increased from $2,250 in 2017 to $3,000 in 2018.

IABC NL provides the opportunity for companies to post job ads directly to members, providing value for members and to advertisers who are able to target communications professionals directly. Revenue from job postings for this fiscal year was $600.

This year we also paid in full accounting services provided over a three year period from Fred Earle Chartered Professional Accountants.

Financial statements, including a financial summary for 2018, are included in Appendix 1.
IABC NL Leadership

Thank you to our member volunteers on the board of IABC NL

IABC NL 2018–19 Proposed Slate – Board of Directors

Immediate Past-President .................................................................................................. Diana Quinton, ABC, SCMP
President ...................................................................................................................... Gillian Costello, GradDip. P.R., MA
Vice-president Finance/Incoming President ................................................................. Jackie O’Brien, GradDip. P.R., BA
Executive Assistant ...................................................................................................... Julia Howard
Director, Membership and Volunteer Coordinator ..................................................... Tanya Alexander
Director, Communications .......................................................................................... Laura Barron, SCMP
Director, Professional Development and Networking ................................................ AnnMarie Boudreau
Director, Pinnacle Awards ......................................................................................... Kathy Dicks-Peyton, ABC
Sponsorship Liaison ...................................................................................................... Nancy Hollett
Digital Media Coordinator ............................................................................................ Karyn Whelan, BA, BPR

Ex-Officio:

Judging Coordinator ...................................................................................................... Kathy Dicks-Peyton, ABC
Certification Coordinator .............................................................................................. Diana Quinton, ABC, SCMP
Nominating Committee .............................................................................................. Diana Quinton, ABC, SCMP
....................................................................................................................................... Gillian Costello, GradDip. P.R., MA
....................................................................................................................................... Jackie O’Brien, GradDip. P.R., BA

IABC NL 2017–18 Board of Directors

Immediate Past-President .............................................................................................. Debbie A. Ryan
President ....................................................................................................................... Diana Quinton, ABC, SCMP
Vice-president Finance/Incoming President ................................................................. Gillian Costello, GradDip. P.R., MA
Executive Assistant ...................................................................................................... Mary Tucker, ABC
Director, Membership and Marketing ......................................................................... Tanya Alexander
Director, Communications ........................................................................................... Jackie O’Brien, GradDip. P.R., BA
Director, Professional Development and Networking ................................................ Maria Driscoll, MBA, CMP

Ex-Officio:

Pinnacle Chair ............................................................................................................ Kathy Dicks-Peyton, ABC
Judging Coordinator .................................................................................................... Kathy Dicks-Peyton, ABC
Certification Coordinator ............................................................................................ Maria Driscoll, MBA, CMP
Nominating Committee ............................................................................................... Diana Quinton, ABC, SCMP
....................................................................................................................................... Debbie A. Ryan
INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS-NEWFOUNDLAND & LABRADOR CHAPTER INC.

Financial Statements

Year Ended June 30, 2018

(Unaudited - See Notice To Reader)
INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS-NEWFOUNDLAND & LABRADOR CHAPTER INC.

Financial Statements
Year Ended June 30, 2018
(Unaudited - See Notice To Reader)

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Fred Earle
Chartered Professional Accountant

NOTICE TO READER

On the basis of information provided by management, I have compiled the statement of financial position of International Association of Business Communicators-Newfoundland & Labrador Chapter Inc. as at June 30, 2018 and the statements of revenues and expenditures and changes in net assets for the year then ended.

I have not performed an audit or a review engagement in respect of these financial statements and, accordingly, I express no assurance thereon.

Readers are cautioned that these statements may not be appropriate for their purposes.

St. John's, Newfoundland and Labrador
July 24, 2018

CHARTERED PROFESSIONAL ACCOUNTANT
## INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS-NEWFOUNDLAND & LABRADOR CHAPTER INC.

### Statement of Financial Position

**June 30, 2018**

(UNAUDITED - SEE NOTICE TO READER)

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
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<tbody>
<tr>
<td><strong>ASSETS</strong></td>
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<td>CURRENT</td>
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<td>Cash</td>
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<td>Accounts receivable</td>
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<td><strong>Total</strong></td>
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<td><strong>LIABILITIES AND NET ASSETS</strong></td>
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<td>CURRENT</td>
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<td>Accounts payable</td>
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<td><strong>NET ASSETS</strong></td>
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<td>General fund</td>
<td>15,244</td>
<td>17,672</td>
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<tr>
<td><strong>Total</strong></td>
<td>$18,694</td>
<td>$23,481</td>
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ON BEHALF OF THE BOARD

[Signatures]

Fred Earle CPA, CA

The notes are an integral part of these financial statements.
### Statement of Revenues and Expenditures

#### Year Ended June 30, 2018

(Withdraw - See Notice To Reader)

#### REVENUES

<table>
<thead>
<tr>
<th>Description</th>
<th>2018</th>
<th>2017</th>
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<tbody>
<tr>
<td>Pinnacle awards</td>
<td>$6,735</td>
<td>$7,390</td>
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<tr>
<td>Sponsorship - Pinnacle Awards</td>
<td>3,000</td>
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<td>Membership rebate</td>
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<td>1,840</td>
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<td>PD sessions</td>
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<td>3,910</td>
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<td>Bursary</td>
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<td>Sponsorship - Other</td>
<td>750</td>
<td>750</td>
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<tr>
<td>Job postings</td>
<td>600</td>
<td>300</td>
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<tr>
<td>Meetings</td>
<td>565</td>
<td>-</td>
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<td>Interest income</td>
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<td>11</td>
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<tr>
<td>Miscellaneous</td>
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<td><strong>Total Revenues</strong></td>
<td><strong>17,941</strong></td>
<td><strong>19,270</strong></td>
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#### EXPENDITURES

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<tr>
<th>Description</th>
<th>2018</th>
<th>2017</th>
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<tbody>
<tr>
<td>Pinnacle awards</td>
<td>8,746</td>
<td>9,988</td>
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<td>Meetings and conventions</td>
<td>4,543</td>
<td>5,996</td>
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<td>PD sessions and luncheons</td>
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<td>Professional fees</td>
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<td>Advertising and promotion</td>
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<td>Interest and bank charges</td>
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<td>Training</td>
<td>-</td>
<td>70</td>
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<td>Memberships, licenses and dues</td>
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<td>209</td>
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<tr>
<td>Miscellaneous events</td>
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<tr>
<td><strong>Total Expenditures</strong></td>
<td><strong>20,369</strong></td>
<td><strong>22,113</strong></td>
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#### DEFICIENCY OF REVENUES OVER EXPENDITURES

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<tr>
<th>Description</th>
<th>2018</th>
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<tbody>
<tr>
<td><strong>Total Deficiency</strong></td>
<td>$(2,428)</td>
<td>$(2,843)</td>
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The notes are an integral part of these financial statements

Fred Earle CPA, CA
INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS-NEWFOUNDLAND & LABRADOR CHAPTER INC.

Statement of Changes in Net Assets
Year Ended June 30, 2018
(Unaudited - See Notice To Reader)

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NET ASSETS - BEGINNING OF YEAR</strong></td>
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<tr>
<td>Deficiency of revenues over expenditures</td>
<td>(2,428)</td>
<td>(2,843)</td>
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<tr>
<td><strong>NET ASSETS - END OF YEAR</strong></td>
<td>$ 15,244</td>
<td>$ 17,672</td>
</tr>
</tbody>
</table>

The notes are an integral part of these financial statements

Fred Earle CPA, CA
1. DESCRIPTION OF BUSINESS

International Association of Business Communicators-Newfoundland & Labrador Chapter Inc. (the "Association") is a not-for-profit organization incorporated provincially under the Corporations Act of Newfoundland and Labrador on September 11, 2009. As a not-for-profit organization the Association is exempt from the payment of income tax under Section 149(1) of the Income Tax Act.

The Association operates to provide professional standards of procedures and practices for business communicators through workshop and training seminars.
STAY CONNECTED

Join the conversation on Facebook, Twitter and Instagram @IABCNL