



International Association  
of Business Communicators

**IABC Annual General Meeting**  
Monday, June 21, 2021, 3:00 – 5:00 pm CDT  
Zoom

**MINUTES**

**Call to Order**

The IABC Annual General Meeting was called to order at 3:06 pm CDT on Zoom by Chair Bonnie Caver.

**Roll Call**

Bonnie Caver | Chair  
Victoria Dew, SCMP | Immediate Past Chair  
Danielle Bond | Vice Chair  
Maliha Aqeel | Treasurer & Secretary  
Russell Grossman | Credentials Committee Chair  
Alain Legault | Finance & Audit Committee Chair

Staff Present:

Peter Finn | Executive Director  
Micayla Felicion-Davin | Chapter Relations  
Manager

**Presentation of Credentials Committee:**

Chair Bonnie Caver introduced the 2021 Credentials Committee.

- Russell Grossman, Chair
- Amanda Hamilton Atwell
- Marek Kubow
- Jayanti Menches
- Jacqui Martin
- Sebastian Warren

On behalf of the Credentials Committee, the IABC 2021 Annual General Meeting has reached quorum. The virtual voting was tabulated on 18 June and approved by the credentials committee.

**Approval of Minutes:**

Maliah Aqeel made a motion to approve and accept the 2020 AGM minutes as submitted. **The motion carried with 92% in favor.**

**Approval of revisions to IABC Bylaws:**

Maliha Aqeel made a motion to approve these proposed changes to the IABC Bylaws. **The motion carried by a vote of 100%.**

**Change 1**

*Existing Section*

**Article 1. Section 2. Location.**

**Current bylaw:**

Offices of the Association shall be located in California and/or in such other localities as determined by the International Executive Board.

**Recommended change:**

Offices of the Association shall be located in **California Illinois** and/or in such other localities as determined by the International Executive Board.

**Change 2**

*Existing Section*

**Article 2. Section 4. Annual Dues.**

**Current bylaw:**

(c) Cancellation. Membership dues shall be paid on an annual basis. Members who renew after two months beyond the annual renewal date shall be charged an additional initiation fee as determined by the International Executive Board.

**Recommended change:**

~~Cancellation Length of Membership. Membership term is one year and dues shall be paid are assessed on an a yearly annual basis, effective from the date of joining or renewal. Members who renew after two months beyond the annual renewal date shall be charged an additional initiation fee as determined by the International Executive Board.~~

**Change 3**

*Existing Section*

**Article 4. Section 1. Annual Meeting**

**Current bylaw:**

The Association shall conduct an Annual General Membership Meeting in conjunction with, and at the location of, the Annual World Conference, for election of International Executive Board directors and officers, and to conduct Association business.

**Recommended change:**

The Association shall conduct an Annual General Membership ~~Meeting in conjunction with, and at the location of, the Annual World Conference,~~ for election of International Executive Board directors and officers, and to conduct Association business.

**Change 4**

*Existing Section*

**Article 5. Section 4. International Executive Board Meetings.**

**Current bylaw:**

- (a) Meetings of the International Executive Board. The International Executive Board shall meet no less than three times during each Administrative Year at such time and at such place as the International Executive Board Chair may prescribe. At least one meeting shall be held at the site of each Annual World Conference, and within 48 hours of the Annual World Conference dates.

**Recommended change:**

- (a) Meetings of the International Executive Board. The International Executive Board shall meet no less than three times during each Administrative Year at such time and at such place as the International Executive Board Chair may prescribe. ~~At least one meeting shall be held at the site of each Annual World Conference, and within 48 hours of the Annual World Conference dates.~~

**Change 5**

*Existing Section*

**Article 12. Section 1. Executive Director and Staff.**

**Current bylaw:**

- (a) Staff Appointments. The Executive Director shall employ, fix compensation within the approved budget for, and terminate employment of members of the staff as necessary to carry on the work of the Association.

**Recommended change:**

- ~~(a) Staff Appointments. The Executive Director shall employ, fix compensation within the approved budget for, and terminate employment of members of the staff as necessary to carry on the work of the Association.~~

**Change 6**

*Existing Section*

**Article 12. Section 1. Executive Director and Staff.**

**Current bylaw:**

- (b) Duties of the Staff. The Executive Director shall define duties of staff, supervise their performance, establish their titles, and, with the permission of the Chair or the International Executive Board, may delegate management responsibilities.

**Recommended change:**

- (a) Duties of the Staff. The Executive Director shall define duties of staff, supervise their performance, establish their ~~titles~~ roles, and, with the permission of the Chair or the International Executive Board, may delegate management responsibilities.

**Executive Director Report:**

Executive Director, Peter Finn, provided an updated on the overall state of IABC.

- Peter provided an update on membership numbers. For FY21, we currently have 6,473 members. IABC has seen a decrease in members since 2018.
- Our retention rate is at the highest in the last four years.
- Annualized new member rate is higher than the last year, on par with 2019 and 6% less than 2018.
- We have had a 22 point increase of IABC's Net Promoter score.
- Peter reviewed IABC's Operational Priorities and Objectives: member value (SIG's, rebuilding corporate and group memberships), Gold Quill (exceeded submissions for 2021), World Conference, Certification (remote proctoring will be available), DE&I and supporting IABC2025.
- Technology Transition: launching technology stack transition in mid-July
  - Moving to a more manageable and stable platform
  - Create flexibility for our members and the current system does not allow for this

**Treasurer Report:**

Treasurer, Maliha Aqeel, reported on the current financial health of IABC. Highlights include:

- IABC transitioned to SmithBucklin on July 1, 2020. IABC operational model switched to a shared services model. Which meant we no longer had operations or staff outside of SmithBucklin model.
- In July 2020, we reviewed a 6+6 forecast, which allowed us to compare the actual revenue and expenses for the first 6 months of the year. We were able to review and make adjustments based on the current situations.
- Financial targets were adjusted to account for a new reality. IABC saw an immediate impact on our revenue. We had to move our World Conference to virtual in a very short time.
- The International Executive Board approved to borrow money from our operating reserves fund to meet our day-to-day operating cash through the fourth quarter of 2020. At the end of 2020, our operating reserves stood at 16.62% vs a target of 25%.
- IABC applied and approved for a \$150,000 small business administration loan.
- IABC expected a net loss of \$368,401. Due to steady membership and sponsorship, we ended the 2020 fiscal year slightly better than expected with a net loss of 199,874.
- We continue to see the impact of the pandemic into 2021. We expect our finances to improve towards the end of 2021. We are working with Peter and the team to implement new revenue streams so we have stable revenue throughout the year instead of periods of highs and lows.
- In 2021, we have started the road to recovery. It is our goal in 2022 to set the association on a path to financial sustainability.

**Audit Report:**

- We moved to a new Audit company this year, Selden Fox.
- The audit started the first week of April. In May, the auditor identified issues with the financial membership reports. This resulted in the auditor requesting specific reports that were not provided in previous years.
- The Auditor is not able to provide a report at this time due to the reporting issues identified.
- The bylaws state we have 30 days to provide a report after the AGM.

### **Ratification of the 2021-22 Officer Positions:**

- Alain Legault, MA – Vice Chair (with automatic succession to Chair and Past Chair)
- Jonathan Tremblay, CMP – Director at Large (three-year term)
- Wendy Snyder - Director at Large (three-year term)
- K. Dawn Rutledge - Director at Large (three-year term)
- Ed Kamrin, SCMP - Director at Large (one-year term)
- Maliha Aqeel, PMP, SCMP – Secretary & Treasurer (one-year term)

Victoria Dew made a motion to ratify the slate of officers for the 2021-22 executive board. **The motion carried with 100% in favor.**

### **Chair Report:**

- Bonnie provided an update on the current membership status
  - Many members were lost during the Fonteva transition. We thought we were on a stable road, and then the pandemic hit. This will require a larger conversation.
- We have weathered arguably the most challenging year in our history and we are still here.
  - Moving to an association management model allows us to move forward, not backwards. Gives us the opportunity to manage our expenses and make shifts as needed.
  - Our volunteers have made a huge impact to support our members and the profession.
- 2020-21 Highlights Include:
  - DE&I Task Force provided a guide for us to expand our nominations process to be more inclusive. They developed DE&I plan for the organization and refreshed our DE&I statement to reaffirm our commitment to an equitable, diverse and inclusive organization.
  - Rejoined the Global Alliance to advance our profession.
  - Online Career Assessment tool that will be launch in the fall of 2021.
  - We received ANSI accreditation in the fall of 2020 for CMP certification.
  - IABC is hosting their second virtual World Conference in June 2021.
  - Ready to launch a strategic plan to launch our association. #StrongerTogether2025 gives us a guide for how we will operate and grow as an organization. We looked at IABC through a Blue Ocean lens, which will be implemented throughout the strategic plan. The Blue Ocean shows us what IABC sets us apart from other organizations.

### **Introduction of Incoming Chair**

Chair, Bonnie Caver, introduced incoming chair, Danielle Bond, for the 2021-22 term. In lieu of passing the gavel, Danielle requested that a donation be made to the IABC Foundation in her name, specifically for the Gift of Excellence program. The Asia Pacific Region has agreed to match the donation.

### **Introduction of 2020-21 IEB:**

Chair, Danielle Bond, acknowledged the 2020-21 International Executive Board slate. Danielle also acknowledged Executive Director, Peter Finn, and IABC Staff.

Chair, Danielle Bond, gave her remarks on plans for the upcoming term. Highlights include:

- Stronger Together: Who We Are, How We Operate, How We Will Grow
- Successful launch of #IABC2025
- Six pillars are the focus for this year. Together, we will be able to advance and build support for the strategy.
- Successfully implement our new membership platform and integrate it with our content management system.
- Priority to collect more member specific data, to better understand and improve the member experience.
- Three Key Takeaways:
  - Align around our shared narrative. With that alignment, comes out ability to act together, to advance our organization.

- Rise to the challenge of relevance, how we attract and engage the next generation of our members and volunteer leaders.
- Unlock our competitive advantage: the blue ocean strategy. Two key differentiators we should make more of: The international in IABC and the business in IABC. By championing the value of strategic communication, organization success, sharing global insight on best practice, building credibility and our brand.

**Open Floor Q&A:**

The Annual General Meeting opened for the membership to ask questions or make comments for a generative discussion.

**Adjournment:**

On motion of Past Chair Bonnie Caver, the 2021 Annual General Meeting adjourned at 4:42 p.m. CDT.