



International Association
of Business Communicators

IABC Annual General Meeting

New York Marriott Marquis | Room: Broadway N&S
Sunday, 26 June 2022, 4:00 – 5:45 pm EDT
New York, New York

MINUTES

Call to Order

Danielle Bond called the meeting to order at 4:01pm EDT.

Presentation of Credentials Committee:

Chair Danielle Bond introduced the 2022 Credentials Committee.

- Robin McCasland, SCMP, IABC Fellow; Credentials Chair
- Carmen Wright
- Katherine Loftus, SCMP
- Jackiedra Wilson, MSOR
- Simon Monger, SCMP
- Camilla Osborne

On behalf of the Credentials Committee, the IABC 2022 Annual General Meeting has reached quorum. 2,956 members, 35 chapters and 7 regions were represented in the vote. The virtual voting was tabulated on 26 June and approved by the credentials committee.

Approval of Minutes

Maliha Aqeel made a motion to approve and accept the 2021 AGM minutes as presented. **The motion carried with 93% in favor.**

Audit Report:

- IABC Treasurer, Maliha Aqeel, introduces Audit and Risk Committee Chair, Julie Ludwig.
- Julie shared the results of the 2020 financials. Selden Fox was hired to complete the audit for IABC and was not able to complete the audit due to the data coming from Fonteva.
- 2021 Audit: Selden Fox completed a balance sheet audit due to half of the data coming from Fonteva and half from Impexium. We do not foresee any issues in the future since we now have a new membership system.
- IABC financials are a going concern. IABC has had negative net assets since 2015. To stabilize financials, IABC has reduced program expenses and increased program benefits. IEB and staff have worked to reduce the financial risk of IABC. Today, we have consistently met our obligations and believe the plan can bring in additional revenue.

Julie Ludwig made a motion to approve and accept the 2020 and 2021 Auditors' Reports. **The motion carried with 98% 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 95%.**

Change 1

Existing Section

Article 2. Section 2. Types of Membership

Current bylaw:

IABC memberships are held by individuals, not organizations, and include:

Recommended change:

IABC memberships are held by individuals, ~~not organizations~~, and include:

Change 2

Existing Section

Article 2. Section 4. Annual Dues.

Current bylaw:

(c) Length of Membership. Membership term is one year, and dues are assessed on a yearly basis, effective from the date of joining or renewal.

Recommended change:

(c) Length of Membership. Membership term is **for a minimum of** one year, and dues are assessed on a yearly basis, ~~effective from the date of joining or renewal~~.

Change 3

Existing Section

Article 9. Section 2. Composition and Selection

Current bylaw:

The Executive Committee shall consist of the officers and one International Executive Board director appointed by the Chair.

Recommended change:

The Executive Committee shall consist of the officers and one International Executive Board director ~~appointed by the Chair~~ at large who also serves as Chair of the Audit & Risk Committee. The chair for the IEB and chair of the Executive Committee.

Discussion:

- Will IABC move to an annual renewal structure? There have been conversations, but there is no final decision at this time. The change in bylaws allow us the flexibility to do so.
- Has IABC considered the exchange rate for international dues? Yes, IABC has considered this, but no final decision has been made.

Treasurers Report:

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

- IABC brought in 1.3 million in 2020 and 1.4 million in 2021 and almost 1.6 million in 2022.
- We have sunset programs that are consistently underperforming.
- Ended operating revenue at \$2.5 million and operating expenses at \$2.8 million with a \$278,299 loss.
- IABC loses \$75-\$85 per member for dues from Canada and Australia. This is a true loss we experience and have for years. As membership continues to grow outside of the US, we expect this to continue.
- It was necessary to move off Fonteva as it was providing poor membership numbers and financials. We worked with IABC staff to move to our new association management system (AMS), Impexium.
- From 2015 to 2019 IABC averaged net assets of \$45K. By 2019 World Conference had become the leading/largest revenue stream and buoyed the financials of IABC. Significant reductions in operation expenses have been made to offset two years of virtual programming – while also maintaining service levels and mitigating a variety of legacy issues.
- In 2021 membership exceeded revenue goals, but World Conference, Certification and Gold Quill did not.
- Our situation will remain fragile until we have positive net assets. We will continue to reduce expenses as needed.

Ratification of the 2022-23 Officer Positions:

- Maliha Aqeel, PMP, SCMP, MC – Vice Chair (with automatic succession to Chair and Past Chair)
- Matt Tidwell, Ph.D., APR – Director at Large (three-year term)
- Ed Kamrin, SCMP - Director at Large (three-year term)
- Kamyar Naficy - Director at Large (one-year term)
- Ann-Marie Blake, Chart.PR, MCIPR – Secretary & Treasurer (one-year term)

Bonnie Caver made a motion to ratify the slate of officers for the 2022-2023 executive board. **The motion carried with 100% in favor.**

Chair Report:

Danielle Bond, IABC Chair, provided an annual update. Highlights include:

- Danielle thanked the Program Advisory Committee (PAC) and IABC Staff for their work on World Conference
- Advocacy work is being done around the Gift of Communication
- We have received a positive response to cross promote the World Conference
- The GCCC received ISO accreditation for the SCMP certification and hosted an in person exam today here in New York.
- Published *The IABC Guide for Practical Business Communication: A Global Standard Primer*, which is available to purchase on Amazon
- Launched the IABC Career Assessment tool
- Successfully implemented a new database, Impexium.
- Launched Shared Interest Groups (SIGs)
- Lunched new membership types and opened up opportunities for early career members.
- Launched IABC Advance (formerly IABC Academy)
- IABC Fellows continue to produce Circle of Fellows podcast
- Hosted hundreds of online events
- Recently appointed a new task force to identify how we can best organize ourselves in the future. The members of the Organizational Design Task Force include:
 - Danielle Bond, SCMP | Taskforce Chair
 - Aniiisu K Verghese | Member
 - Brad Whitworth, SCMP, IABC Fellow | Member
 - Ginger Homan, ABC, SCMP | Member
 - Jacob R Robinson, PRINCE2, CAPM | Member
 - Jennifer Andrewes | Member
 - Michael Nord, SCMP | Member
 - Michael Shepherd, SCMP | Member
 - Paula Bernardino, MCM, CSR-P, SCMP | Member
- Danielle thanked the board for their support and dedication. Thanked the committees, task forces and Micayla for their dedication to IABC.
- Shared we have 800 individuals registered for World Conference 2022.

Executive Director Report:

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

- Peter presented an overview of the financials from 2015-2019 and how things have changed since 2019.
- Presented the net assets over the past 10 years – we have seen a steady decline since 2011.
- Peter shared the net income over the past 10 years. From 2016 to 2018 we saw increases in net income and then Covid-19 hit, and we saw significant losses.
- Overview of Conference Revenue: we are not where we were in 2018 or 2019 but bouncing back from virtual World Conferences.

- We project a positive net income this year and are following a strategic plan that enables us to advance the profession, create connection and develop strategic communication professionals.

Introduction of Incoming Chair

Chair, Danielle Bond, introduced incoming chair, Alain Legault, for the 2022-23 term. In lieu of passing the gavel, Alain requested that a donation be made to the IABC Foundation in his name. Alain shared his remarks and goals for 2022-2023.

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 Danielle Bond, the 2022 Annual General Meeting adjourned at 5:48 p.m. EDT.