



International Association  
of Business Communicators

## IABC Annual General Meeting

Thursday, June 25, 2020, 2:00 – 3:30 pm PDT  
Zoom

### MINUTES

#### Call to Order

The IABC Annual General Meeting was called to order at 2:02 p.m. PT on 25 June 2020 on Zoom by Chair Victoria Dew.

#### Roll Call

Victoria Dew, SCMP | Chair  
Bonnie Caver | Vice Chair  
Sheila Carruthers | Director

Michael Nord | Treasurer & Secretary

#### Staff Present:

Janet Rapp | Interim Executive Director

#### Presentation of Credentials Committee:

Chair Victoria Dew introduced the 2020 Credentials Committee.

- Dianne Chase, Chair
- Jennie Lamb
- Kaleigh Maclaren
- Chris Dutton
- Andre Oberholzer
- Ana Ximenes

On behalf of the Credentials Committee, the IABC 2020 Annual General Meeting has reached quorum. The virtual voting was tabulated on 24 June and approved by the credentials committee.

#### Approval of Minutes:

Michael Nord made a motion to approve and accept the 2019 AGM minutes as submitted. **The motion carried with 89% in favor.**

#### IABC Audit Report:

IEB Director Sheila Carruthers, Chair of the Audit & Risk Committee, introduced the 2019 Audit report for IABC. The Audit took place in March with direct participation with IABC staff and oversight by the committee. The audit identified no deficiencies in internal controls. IABC investment portfolio should be reduced. It reported that IABC received a clean audit following a rigorous review of IABC's financial systems and controls. Treasurer Michael Nord temporarily stepped down, and was replaced by Maliha Aqeel who was then a member of Audit & Risk Committee and IEB. Maliha resigned from Audit and Risk and was replaced by Danielle Bond. Special acknowledgments given to Gary Hernandez, ABC and Rhianna Fursdon for their services.

Sheila Carruthers made a motion to approve and accept the 2019 Auditors Report. **The motion carried by a vote of 95%.**

#### Approval of revisions to IABC Bylaws:

Sheila Carruthers made a motion to approve these proposed changes to the IABC Bylaw. **The motion carried by a vote of 100%.**

#### Existing Section

##### Section 4. Audit and Risk Committee.

Current bylaw:

Appointment and Composition. An Audit Committee of five members shall be appointed by the Executive Board Chair. The Committee shall consist of two IABC members who are not members of the Executive Board, and who are not employed by IABC; one trustee on the Board acting as Trustee,; and two Executive Board directors who are not officers of the Association and are not members of the Finance Committee. Committee members who no longer meet these requirements must resign from the Committee. Committee members shall serve one-year terms and may be reappointed for a second consecutive term.

**Recommended change:**

Appointment and Composition. An Audit & Risk Committee of five members shall be appointed by the Executive Board Chair. The Committee shall consist of ~~the committee chair who serves as the director at large on the Executive Committee and does not serve on the Finance Committee,~~ two ~~to three~~ IABC members who are not members of the Executive Board, who are not employed by IABC ~~or the association management company associated with IABC, and who do not sit on the Finance Committee;~~ ~~one trustee on the Board acting as Trustee,;~~ and ~~two one~~ Executive Board director who is not an officer of the Association and ~~is not a~~ member of the Finance Committee. Committee members who no longer meet these requirements must resign from the Committee. Committee members shall serve one-year terms and may be reappointed for a second consecutive term.

**Interim Executive Director Report:**

Janet Rapp provided an updated on the overall state of IABC

- World Conference and Membership budgets are on track
- IABC held a very successful Leadership Institute in Austin, Texas
- The global pandemic hit and created a business issue immediately
- The IEB made the decision to move to a virtual World Conference for June 2020. Intrado was chosen to host the World Conference
- 900 attendees were at World Conference
- Finance committee and IEB are keeping a close eye on the financials
- A loan has been awarded to IABC
- LI 2021 will be a virtual event and education available globally

**Treasurer's Report:**

Treasurer Michael Nord reported on the current financial health of IABC. Highlights include:

- 2019 World Conference exceeded budgeted revenues by \$453,755
- IABC invested 448K in Fonteva, a new website and a member only magazine, Catalyst
- November 2019, IABC used \$300,000 from reserves to maintain cash flow

**Executive Director Search Report:**

Ginger Homan, chair of the search committee, provided an update on the process

- Ginger outlined the priorities the committee was looking for in the next Executive Director
- Job opened on April 10<sup>th</sup> and closed on May 29<sup>th</sup>, receiving over 200 applications
- The committee interviewed the top three applicants
- The board selected Julie Wichlin as the next Executive Director
- Ginger highlighted Julie's accomplishments

**Ratification of the 2020-21 Officer Positions:**

- Danielle Bond, SCMP – Vice Chair (with automatic succession to Chair and Past Chair)
- Ann Marie Blake, MCIPR – Director at Large (three-year term)
- Julie Ludwig, ABC, SCMP - Director at Large (three-year term)
- Katie Macaulay - Director at Large (three-year term)
- Alain Legault, MA – Director at Large (two-year term)
- Jonathan Tremblay, CMP – Director at Large (one-year term)

- Maliha Aqeel, PMP, SCMP – Secretary/Treasurer (one-year term)

Ginger Homan made a motion to ratify the slate of officers for the 2020-21 executive board. **The motion carried with 100% in favor.**

#### **Chair's Report:**

- Victoria Dew provided an update on moving operations and partnering with SmithBucklin as the new Association Management Company
- With the new partnership, IABC was able to move World Conference to a virtual environment with minimal penalties
- SmithBucklin was able to help IABC pull together an incredible virtual World Conference

#### **Introduction of Incoming Chair**

Chair Victoria Dew introduced incoming chair Bonnie Caver for the 2020-21 term. In lieu of passing the gavel, Bonnie requested that a donation be made to the IABC Foundation in her name, specifically for the Gift of Excellence program. The Southern Region has agreed to match the donation.

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

Chair Bonnie Caver- acknowledged the 2020-21 international executive board slate.

Chair Bonnie Caver gave her remarks on plans for the upcoming term. Highlights include:

- Bonnie will host a monthly leader chat and podcast
- Looking for new revenue streams and maximizing our existing products
- Membership revitalization
- Advancing the profession
- Leader care and experience

#### **Open Floor Q&A:**

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

#### *Questions/comments include:*

- Corporate Membership Structure
  - o IABC is looking at the membership structure and will be reviewing it over the next year
- What are the current number of chapter and IABC members?
  - o We have about 90 active chapters
  - o Due to Covid-19, we have extended memberships and provided a discount.
- Several million dollars have been invested in iabc.com and other associated systems. Do these assets have board level metrics?
  - o Michael Nord provided the history on technology changes. He confirmed SmithBucklin was able to negotiate the cost of Fonteva.
- How much is the loan and how will we use it?
  - o Approved for \$150,000 loan, with 30-year repayment.
- Membership focus on EMENA?
  - o Bonnie and Michael Nord are focusing on membership growth in EMENA.
- Has the membership retention rate changed year over year?
  - o Current retention rate is around 37%. This accounts for the loss of membership due to Covid-19. We are being conservative in our projections, assuming it will stay this way. We expect with our efforts it will increase.
- How does IABC compare to other organizations with a 37% retention rate?
  - o Other organizations are also struggling. It is universal. We will need to be creative with our member value and growing other revenue streams.
- Potential subscription model for membership?

- It will be accessed with membership revitalization.
- Association Management Model, how does it work?
  - The governance structure of IABC does not change. IABC and SmithBucklin are partners. SmithBucklin's role is to provide operational excellence to IABC.
- Comments on collaborating with other organizations and associations. They need to be complimentary to our Blue Ocean Strategy.
- What are plans for 2021 in person events?
  - We have announced New York and LI will be conjunction with World Conference.
  - 2022 World Conference location has not been selected.

**Adjournment:**

On motion of Past Chair Victoria Dew, the 2020 Annual General Meeting adjourned at 3:54 p.m. PDT.