



**IABC Annual General Meeting
Tuesday, June, 16th, 4:30pm -6:00pm PST
2015 World Conference
San Francisco, CA | Marriott Marquis**

MINUTES

Call to Order

The IABC Annual General Meeting was called to order at 4:45 P.M. PST on the 16 June 2015 by Chair Russell Grossman.

Roll Call

Attendees:

Russell Grossman ABC | Chairman
Michael Ambjorn | Vice Chairman
Terry Cerioles | Treasurer & Secretary

Staff Present:

Carlos Fulcher MBA CAE | Executive Director

Presentation of Credentials Committee:

Chair Russell Grossman introduces the 2015 Credentials Committee:

- Zora Artis – Victoria
- Shelia Carruthers- Calgary
- Priya Bates ABC- Toronto
- Michael Nord- Netherlands
- Lindsay Ridgley- Manitoba

On behalf of the Credentials Committee, the Annual General Meeting has reached a quorum.

Chairman’s Report:

Chair Russell Grossman reported on IABC’s 2014-15 activities and accomplishments.

- IEB and Executive Committee worked on a single strategy
- Governance alignment amongst leadership and staff
- 2015 Business Plan
- Launched a new IABC Brand
- 2015 Annual Report
- Introductions of the Academy Committee
- Launch of the new global certification for business communicators

Treasurer’s Report:

Treasurer Terry Cerioles reported on the current financial health of IABC. 2014 was stronger fiscally than 2013 with a net loss of \$288,551. Due to the write off of fixed asset from a technology company not delivering a functional website, of the \$288,551 net loss in 2014, \$250,000 of that was from the write off.

On a revenue front, the two largest contributors are: Membership Dues and World Conference.



Finally, from an expenses standpoint, IABC has been able to lower its overall expenses by 18%. This includes the IEB moving from 3 in-person meetings per year to only 2 in-person meetings per year.

A motion by Ginger Homan was made to approve and accept the 2014 Auditors Report and was seconded. **MOTION CARRIED.**

Bylaw Amendments:

Existing Section PREAMBLE – Section 4. Purpose.

(c) The Profession at Large. IABC serves the communication profession by establishing standards, principles, and recognition for high-quality, innovative, ethical, effective, technologically advanced communication practices; by encouraging and developing programs supporting professional accreditation; through research; and by working with communicators and communications organizations to improve the effectiveness of organizational communication worldwide.

1 - Change Proposed

Replace the word accreditation with certification in line with the retirement of the ABC program and the continued investment in the Global Communication Certification Council's work to establish professional certification for the profession.

2 -Change Proposed:

Existing Section

ARTICLE 1 NAME AND LOCATION

Section 1 Name.

The name of this organization is the International Association of Business Communicators, a not-for-profit organization incorporated in the Commonwealth of Pennsylvania, USA, and licensed to operate in the State of California, USA.

3 -Change Proposed

Remove 'and licensed to operate in the State of California, USA.' as it is superfluous."

A motion made by Claudia Vaccarone was made to approve the changes to the IABC Bylaws and was seconded. **MOTION CARRIED.**

Ratification of 2015-16 Officer Positions:

Michael Ambjorn | Chairman

Dianne Chase | Vice Chair

Ginger Homan ABC | Secretary Treasurer (one-year term)

Shannon Frederick, ABC | Director at Large (three-year term)

Ron Fuchs, APR | Director at Large (three-year term)

Alain LeGault | Director at Large (three-year term)

Olivia Gadd | Director at Large (two-year term)

A motion by Robin McCasland was made to ratify the slate of officers for the 2015-16 executive board and was seconded. **MOTION CARRIED.**



Gavel Presentation and Remarks:

Russell Grossman passed along the gavel to the new 2015-16 IEB Chairman Michael Ambjorn.

New Chairman Michael Ambjorn gave remarks on his strategy and goals for the coming term.

Introduction of the 2015-16 IEB:

Russell Grossman introduced the 2015-16 International Executive Board:

Michael Ambjorn | Chairman
Dianne Chase | Vice Chair
Russell Grossman ABC | Immediate Past Chair
Ginger Homan ABC | Treasurer & Secretary
Sharon Hunter | Executive Committee Member
Shannon Frederick, ABC
Ron Fuchs, APR
Olivia Gadd
Alain Legault
Ritzi Villarico Ronquillo, APR
Cindy Schmieg ABC
Claudia Vaccarone

Q&A:

The Annual General Meeting was opened for the audience to ask questions or make comments.

Questions Asked:

- Clarity around the IABC Foundation. Is it dormant or is it being reenergized?
- Where are we with the lease and location of IABC Headquarters?
- Where is HQ with the technology issues regarding the website, specifically renewals?
- What are some current Chapter Leader investments IABC is working on?
- Where is IABC regarding the Awards Programs?
- What is HQ going to do to recapture lost membership due to website issues?
- Have you considered restarting "President's Calls" for Chapter support?

Adjournment:

On motion of Chair Russell Grossman the 2015 Annual General Meeting adjourned at 6:15 P.M. PST.

Decisions Made:

Decision 1: The approval of the 2014 Auditors Report was moved, seconded, and unanimously approved.

Decision 2: The approval of the IABC Bylaw changes as presented was moved, seconded, and unanimously approved.

Decision 3: The approval of the 2015-16 IEB officer slate was moved, seconded, and unanimously approved.

Minutes Submitted by: Kirsten Peterson