



International Association  
of Business Communicators

**IABC Annual General Meeting**  
Saturday, June 10<sup>th</sup>, 2017, 3:30-5:00pm EST  
Washington Hilton | Room: Georgetown

## MINUTES

### Call to Order

The IABC Annual General Meeting was called to order at 4:40 pm Eastern on 10 June 2017 in-person by Chair Dianne Chase.

### Roll Call

Dianne Chase | Chair  
Sharon Hunter | Vice Chair  
Ginger D. Homan ABC | Treasurer & Secretary

### Staff Present:

Stephanie Doute CAE | Executive Director

### Presentation of Credentials Committee:

Chair Dianne Chase introduced the 2016 Credentials Committee and Chair.

- Jennie Lamb | Chair
- Tom Kenley
- Mike Klein
- Alice Brink ABC, IABC Fellow
- Cindy Schmiege ABC
- Kaleigh Maclaren

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

### Approval of Minutes

Ginger D. Homan ABC made a motion to approve and accept the 2016 AGM minutes and was seconded. **MOTION CARRIED.**

### Chair's Report:

Chair Dianne Chase reported on IABCs 2016-17 – introduced the board for recognition.

### Treasurer's Report:

Treasurer Ginger D. Homan ABC reported on the current financial health of IABC. Highlights include:

- Revenue \$3.9 million
  - o Two biggest revenue contributors include membership at \$1.9 million and World Conference (including awards) at \$1.8 million
  - o \$43,000 generated from investments
- \$3.6 million in expenses (\$1.2 million account for administrative (i.e. staff compensation, rent, etc.), only 31% of expenses
- Ended year \$60,459 in the black, first time since 2011.
- First time since 2012 that IABC didn't pull from reserves
- Operational Reserves ended at 27.67%
- IABC saved \$350,000 moving headquarter offices

Ginger noted that IABC is just at the beginning of financial recovery. It's important for the association to work to replenish the reserves it borrowed.

With the end of her two-year term as IABC's Treasurer, Ginger Homan formally thanked Executive Director Stephanie Doute CAE, Finance Director Brook Yciano, Accountant Rosie Venegas, and the Finance Committee for their hard work and support. She also thanked Past Chair Michael Ambjorn for his dedication to governance and working to get our GuideStar status to Platinum by end of 2016.

### **Chair Overview**

Chair Dianne Chase gave her remarks over the 2016-17 term. Highlights include:

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- Recognition to ABCs, CMPS, IABC Fellows and staff in the room for their contributions to IABC and the profession
- Successful close of the #IABC1417 strategy
- Launch of the SCMP Exam at #IABC17 with ISO certification in progress
- Increase IABC reputation for the profession through Platinum Status from GuideStar
- IABC taking stands for the profession around diversity, inclusion, ethics and professional communication
- Re-launch of the IABC Foundation

Dianne expressed her appreciation and pleasure of serving as Chair for IABC for the 2016-17 term.

### **IABC Audit Report**

IEB Director Jill Vitiello, member of the Audit & Risk Committee, introduced the 2016 Audit report for IABC. It was report that IABC received a clean audit following a rigorous review of IABCs financial systems and controls. The audit will be shared via [www.iabc.com](http://www.iabc.com) in the coming weeks.

Ginger D. Homan made a motion to approve and accept the 2016 Auditors Report and was seconded. **MOTION CARRIED.**

### **Ratification of the 2017-18 Officer Positions:**

Ginger D. Homan ABC – Vice Chair (with automatic succession to Chair and Past Chair)

Alain Legault MA – Secretary/Treasurer (one-year term)

Sheila Carruthers – Director at Large (three-year term)

Leanne Nyirfa – Director at Large (three-year term)

Jill Vitiello – Director at Large (three-year term) *\*second consecutive term (previous term was one-year)*

Sherry Kennedy – Director at Large (one-year term) *\*second consecutive term (previous term was one-year)*

Michael Ambjorn made a motion to ratify the slate of officers for the 2017-18 executive board and was seconded. **MOTION CARRIED.**

### **Approval of revisions to IABC Bylaws (8-changes, two motions)**

Ginger D. Homan ABC made a motion to approve the proposed changes to the IABC Bylaws-Preamble statements and was seconded. **MOTION CARRIED.**

- *Vision statement: 'Professional communicators at the heart of every organization.'*
- *Purpose statement: 'To advance the profession, create connection and develop strategic communicators.'*
- *Philosophy statement: 'IABC Pledges to:  
Represent the global profession'*

*Foster a diverse community  
Focus on insights and results  
Honor our Code of Ethics  
We will achieve this by being open, contemporary and professional.*

Robin McCasland FRSA made a motion to approve the following changes to the IABC Bylaws and was seconded.

**MOTION CARRIED.**

- *Add 'International' to Executive Board throughout Bylaw document to bring clarity*
- *Include 'All chartered chapters are required to sign the IABC Chapter Affiliation Agreement' following the last sentence within Article 3, Section 4.*
- *Adjust 'any' to 'an appropriate manner' and adjust 'does not contravene' to 'does not contradict' within Article 3 section 4.*
- *Adjust language to allow more flexibility to process and to read 'Shall a Nominating Committee delegate be unable to serve; the Region may appoint an acting officer of the regional board or a past regional chair as a proxy within Article 8, Section (e).*
- *Adjust language in the last sentence to "The Secretary/Treasurer shall serve at least one year on the Finance Committee before taking office and will serve a one-year term. They may be elected for a second consecutive term" within Article 6, Section 3.*

It was inquired by Neil Griffiths ABC what the consequence would be for a chapter not to complete signing the Chapter Affiliation Agreement. As of now, the only implication would be that chapter would therefore be required to submit and fund their own 990 forms to the U.S. Internal Revenue Service (IRS). Further penalties from IABC international has not been determined.

**Approval of revisions to IABC Foundation Bylaws (1 change, one motion)**

Sherry Kennedy made a motion to approve the following changes to the IABC Foundation Bylaws and was seconded.

**MOTION CARRIED.**

- *Adjust language in the last sentence to " The mission of IABC Foundation is to generate resources to fund and support strategic initiatives in line with IABC's mission and to demonstrate the power of professional communication as a force for good in business and society" within Article 1, Section 2.*

"Thank you for your support for these important changes to the IABC Bylaws "stated Chair Dianne Chase.

**Introduction of Incoming Chair**

Chair Dianne Chase presented Sharon Hunter, incoming Chair for the 2017-18 term.

Chair Sharon Hunter gave her remarks. Highlights include:

- Formal appreciation to outgoing board members Olivia Gadd and Past Chair Michael Ambjorn
- Reviewed #IABC1720 strategy framework
  - Advance the profession
  - Create connection
  - Develop strategic communicators
- To advance the profession, focus on insights and results by further efforts towards:
  - Global Standard underpinning the competencies for successful communication programs
  - Certification program that tests against the Global Standard and soon to be ISO
  - Put more visibility towards Gold Quill case studies
  - Academy learning paths to build strategic communication skills and prepare for certification
  - Demonstrating thought leadership as a more proactive voice in the industry
- Through the re-strategized IABC Foundation, fundraise to support micro-research grants to produce studies on trends in the industry, offering scholarships to access education, certification and more.

Sharon gave formal appreciation to the IABC Council of Regions, IABC staff, and special thanks to Executive Director Stephanie Doute.

**Open Floor Q&A:**

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

*Questions /comments include:*

- Commend IABC on the revised vision, purpose and philosophy statements
- Inquired what were the highlights from a chapter or regional level from 2016?
  - o Answered: Renewed sense of commitment, passion and understanding
- How lean is IABC in terms of staff resources? (commented that staff seem to be working long hours)
  - o Answered: We are lean on staff and work hard to keep a solid work-life balance. However, we have brought on external agencies and consultants to help expand staff capacity.
- Are we getting to a point where IABC gets attention from major media sources as an authority in professional communication?
  - o Answer: We have started to step out and take a stand this past year. We are at a point where we want to seek that sort of attention. We are working on stepping out in a wise and strategic way. We can say that PR News is here this week to do an interview with Chair Dianne Chase.

**Adjournment:**

On motion of Past Chair Dianne Chase, the 2017 Annual General Meeting adjourned at 4:47pm ET.

**Decisions Made:**

**Decision 1:** To approve and accept the 2016 AGM minutes as submitted was moved, seconded, and unanimously approved.

**Decision 2:** To approve and accept the 2016 Auditors Report was moved, seconded, and unanimously approved.

**Decision 3:** To ratify the slate of officers for the 2017-18 executive board as submitted was moved, seconded, and unanimously approved.

**Decision 4:** To approve the proposed changes to the IABC Bylaws-Preamble statements as submitted was moved, seconded, and unanimously approved.

**Decision 5:** To approve the following changes to the IABC Bylaws as submitted was moved, seconded, and unanimously approved.

**Decision 6:** To approve the changes to the IABC Foundation Bylaws as submitted was moved, seconded, and unanimously approved.

**Minutes submitted by:** Kirsten Peterson, IABC Governance & Foundation Manager