



International Association
of Business Communicators

IABC Annual General Meeting
Saturday, June 8th 2019, 3:30-5:00pm PDT
Hyatt Regency Vancouver | Room: Plaza AB

MINUTES

Call to Order

The IABC Annual General Meeting was called to order at 3:42 p.m. PT on 8 June 2019 in-person by Chair Ginger D. Homan.

Roll Call

Ginger D. Homan, ABC, SCMP | Chair
Victoria Dew, SCMP | Vice Chair

Kathleen Bell, ABC, SCMP | Treasurer & Secretary

Staff Present:

Stephanie Doute CAE | Executive Director

Presentation of Credentials Committee:

Chair Ginger Homan introduced the 2019 Credentials Committee.

- Mike Klein, EMENA | Chair
- Alain Legault, Canada East Region
- Brandon Babcock, Pacific Plains Region
- Lisa McNally, APAC Region
- Phumelela Dhlomo, Africa Region

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

Approval of Minutes

Kathleen Bell made a motion to approve and accept the 2018 AGM minutes and was seconded. **MOTION CARRIED.**

Chair's Report:

Chair Ginger Homan reported on the 2018-2019 term and gave special recognition to the IEB for their service. Highlights include:

- FY2018 was the third consecutive year to end in the black
- Membership retention rate was the highest since 2016
- IABC developed a Diversity and Inclusion and Code of Conduct policies
- Open Call in a Box toolkit was developed for chapters
- Business Acumen certification program launched
- Ethics in Box program developed for chapters use
- Began implementation of a new association management system
- Launched a new iabc.com
- IABC is brining pack a bi-annual print magazine
- IABC Foundation gave out 4 scholarships for the new Gift of Excellence program to support certification

Staff awards

Executive Director Stephanie Doute presented anniversary awards to IABC staff.

Treasurer's Report:

Treasurer Kathleen Bell reported on the current financial health of IABC. Highlights include:

- 2018 ended in the black
- 2019 will be a technology investment year for the association
- 19K profit in 2018 was transferred to IABCs operation reserves
- Certification revenue doubled since the previous reporting year

IABC Audit Report

IEB Director Sheila Carruthers, Chair of the Audit & Risk Committee, introduced the 2018 Audit report for IABC. The Audit took place in March with direct participation with IABC staff and oversight by the committee. It was reported that IABC received a clean audit following a rigorous review of IABC's financial systems and controls. Special acknowledgments were given to IABC finance staff Brook Yciano and Rosie Venegas.

Sheila Carruthers made a motion to approve and accept the 2018 Auditors Report and was seconded.

MOTION CARRIED.

Ratification of the 2019-20 Officer Positions:

Bonnie Caver – Vice Chair (with automatic succession to Chair and Past Chair)

Michael Nord, MBA, SCMP – Secretary/Treasurer (one-year term)

Derrick Rozdeba. – Director at Large (three-year term)

Maliha Aqeel, PMP, SCMP – Director at Large (three-year term)

Danielle Bond – Director at Large (two-year term)

Sharon Hunter made a motion to ratify the slate of officers for the 2019-20 executive board and was seconded.

MOTION CARRIED.

Approval of revisions to IABC Bylaws

Ginger Homan made a motion to approve the following changes to the IABC Bylaws and was seconded.

MOTION CARRIED.

- *To update Section 5. Ethics Committee to read as follows:*
 - o *(b) Duties. It shall be the duty of the Ethics Committee to support **and adjudicate** the IABC Code of Ethics for Professional Communicators **and the IABC Code of Conduct**; recommend membership sanctions to the International Executive Board in accordance with IABC policy; ~~offer advice and assistance to individual communicators regarding specific ethical situations;~~ **assist with professional development activities dealing with ethics;** and report to the International Executive Board as defined in IABC policy.*

Introduction of Incoming Chair

Chair Ginger Homan introduced incoming chair Victoria Dew for the 2019-20 term. In lieu of passing the gavel, Victoria requested that a donation be made to the IABC Foundation in her name, specifically for the Gift of Excellence program.

Chair Victoria Dew gave her remarks on plans for the upcoming term. Highlights include:

- Formal acknowledgements to Ginger Homan, Kathleen Bell and past chairs of IABC.
- The next strategy for the association will be developed
- New task forces have been established – Trend Watch and Big Ideas
- Greater position on Diversity and Inclusion, along with the launch of a new task force

Introduction of 2019-20 IEB:

Chair Victoria Dew acknowledged the 2019-20 international executive board slate.

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:

- Question raised on current membership levels

- ED Stephanie Doute reported as of end of April 2019, membership was stable at roughly 9200. Retention rate has been at 69.84%.
- Question raised on corporate membership packages
 - IABC is looking at growing the small group discount package as the bulk of members fit into this package
- Question raised on if the association is looking at research around gender equality for the profession at large
 - Adrian Cropley stated he would like to offer to work with IABC on a potential partnership around this topic
- Comments made around marketing more externally
- Comments made on the review process for the CMP and SCMP certifications

Adjournment:

On motion of Past Chair Ginger Homan, the 2019 Annual General Meeting adjourned at 5:19 p.m. PT.

Decisions Made:

Decision 1: To approve and accept the 2018 AGM minutes as submitted was moved, seconded, and unanimously approved.

Decision 2: To approve and accept the 2018 Auditors Report was moved, seconded, and unanimously approved.

Decision 3: To ratify the slate of officers for the 2019-20 executive board as submitted was moved, seconded, and unanimously approved.

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

Minutes submitted by Kirsten Peterson, IABC Governance & Foundation Manager