



**ANNUAL REPORT
2011 – 2012**
BY TRELL HUETHER
IMMEDIATE PAST PRESIDENT,
IABC/TORONTO

GROWING AND DELIVERING MEMBER VALUE

Reporting for the period July 1, 2011 to June 30, 2012

2011 – 2012 was a year of new benchmarks for IABC/Toronto. We continued to follow the path of our three year strategic plan ensuring to concentrate on our four areas of focus: member value; member engagement; external relevance of the organization and the profession; and long-term financial viability. As I reported at the Annual General Meeting in June, we are very pleased we were able to maximize the 19.46% of your membership fees (\$0 from students) we receive from IABC International, and turn them into great local programming and member engagement.

Below are some highlights of our activities as they connect back to our strategic areas of focus:

Member value

Our first objective was to create a relevant member experience, recognizing that value means different things to different members. For those who value events for learning and networking, we provided numerous opportunities to develop and connect, including eight professional development and five munch 'n' mingle networking events. We set a new chapter record for both overall event attendance (1,648) and attendance at networking events (an average of 83 attendees per session). Feedback was very positive for all events—particularly for our Professional Development sessions, with 374 attendees rating the events highly (average approval rating of 81.2%, and a 100% approval rating for two speaker sessions). With events focusing on a broad range of topics from media relations to social media to career development, the overall content scored even higher, with an average approval rating of 86% from attendees. In addition, our Professional Independent Communicators had their most successful year ever with eight meetings and record attendance of 375 attendees. For members that value resources and information, we offered regular issues of *Communicator* with many new monthly features and numerous new voices contributing. In the digital world, we issued e-Lerts every two weeks and communicated news through all of our social media channels. More than ever, we made every effort to demonstrate member value by asking members to share their insights about what IABC meant to them with the “What’s Your Story” contest and through social media conversations. Our membership team worked extensively to demonstrate the value of membership through targeted reminders of the chapter’s offerings. In addition, the team revised many of our external and internal communication materials. 2011–2012 saw the chapter grow to its highest membership ever and maintain a consistent membership of more than 1,750 communicators.

8 PROFESSIONAL DEVELOPMENT EVENTS

5 **83** ATTENDEES PER NETWORKING EVENTS

5 MUNCH ‘N’ MINGLES **1,648** EVENT ATTENDEES

86% APPROVAL RATING AVERAGE **100%** APPROVAL RATING FOR TWO SPEAKER SESSIONS

Member Engagement

We continued to focus on ensuring an active and engaged membership with more opportunities to get involved than ever before. We are pleased to thank our 216 volunteers for offering their time and energy. Our mentorship program had 40 pairs actively participating this year and we had an accreditation college attendance of (13). This year we introduced “Commversations”, the IABC/Toronto blog providing an opportunity and place for members to share their thoughts at any time—and share they did, with a total of 47 member blog posts throughout the year. We experienced significant growth in our social media channels LinkedIn (group grew from 912 to 1,971 members) and Twitter (followers grew from 2,708 to 3,644). Most importantly on the social side, we saw more members engaging and interacting with each other online than ever before. Every single event saw the hashtag #iabctoronto being used to share knowledge and connect members to each other. Check out the sidebar to revisit some additional member accomplishments.

External Relevance of the Organization and the Profession

We are pleased to report that IABC/Toronto was recognized in many ways by a variety of external audiences. We received more than 110 media hits highlighting the organization as a leader in communications. Coverage included interviews on CBC’s Metro Morning, Global News and CTV News Channel just to name a few. Both our Communicator of the Year Award and the OVATION awards program were acknowledged in numerous media outlets. We partnered with events such as Toronto’s MESH and IABC/Toronto representatives spoke at various events such as the HRP AO conference.

IABC/Toronto was recognized internationally with five chapter management awards. The IABC awards recognize the leadership abilities, management skills, creativity and teamwork of outstanding volunteer chapter leaders worldwide. The chapter won three awards of excellence for Communication, Financial Management, Professional Development, a special award for recruiting the most new members and one award of merit for Leadership Development. IABC/Toronto continued to lead the organization by sharing unique chapter content such as *Communicator* articles with every chapter in the world and by presenting best practices at the international Leadership Institute and through regular chapter leader calls. We also ensured to engage future communicators with members presenting more than seven times at GTA educational institutes.

Long-term financial viability

We successfully continued to operate a solid financial operation. Overall, the board is pleased to report a small surplus of \$7,529. The financial statements shown here for the 2011–2012 IABC/Toronto board year have been reviewed by Cowperthwaite Mehta, Chartered Accountants.

It was an honour and a pleasure to serve as your president, my sincere gratitude to the board and the volunteers for their support and contributions. Please don’t hesitate to contact me if you have any questions about this annual report.

Sincerely,

Trell Huether

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216 VOLUNTEERS **110** MEDIA HITS

40 MENTORSHIP PAIRS **5** CHAPTER MANAGEMENT AWARDS

20 NEW ACCREDITED MEMBERS **\$7,529** SURPLUS **3** AWARDS OF EXCELLENCE

TAKE ANOTHER BOW!!!

We extend our congratulations and high fives to these fine individuals for their contributions and accomplishments in the 2011–2012 IABC/Toronto board year:

- The chapter board and our massive crew of 216 volunteers. Their energy, ideas and dedication is what makes IABC/Toronto an amazing organization.
- Our generous sponsors – CNW Group, Fusion Design Group (our exceptional designer of record), The Canadian Press Images, News Canada and Cision.
- The talented team at Funnel Communications, our administrative office that is so critical for managing our large chapter.
- The twenty members who earned the title of Accredited Business Communicator (ABC): (Tracy Adams, ABC; Heath Applebaum, ABC; Jennifer Arnott, ABC; Laura Burns, ABC; Yvonne Catty, ABC; Tracy Chisholm, ABC; Amy Clark, ABC; Suzanna Cohen, ABC; Stephanie Engel, ABC; Stacey Flowers, ABC; Jennifer Gillard, ABC; Carla Guest, ABC; Ian Kinross, ABC; Sylvia Link, ABC; Amanda McWhirter, ABC; Christine Pierroz, ABC; Laura Quinn, ABC; Susan Ritchie, ABC; Marla Stewart Konrad, ABC; BrookeYeates, ABC)
- Dr. Catherine Zahn, President and CEO of CAHM, for being named the 2011 IABC/Toronto Communicator of the Year.
- Bethany Cawker of Conestoga College for being recognized as the 2012 Student of the Year.
- John Bromley, ABC for being selected as the 2012 Mentor of the Year, nominated by his mentee Carolina Salcedo.
- Friends for Life Foundation for winning the Bobbie Resnick Philanthropy Award, given to professional communicators who demonstrate positive community leadership.
- The record breaking number of OVATION Award entrants and winners for their exceptional work.

ANNUAL REPORT 2011 – 2012 (cont'd)

Revenue		
Memberships	\$99,016	Membership numbers were consistent throughout the year and grew for the majority of year. Starting at 1,710 members in July 2011, membership grew to a chapter record of 1,814 members in April 2012. This number leveled off to 1,775 by June 2012. Of the total membership fees, IABC/Toronto receives \$65 for each full member, but \$0 for students. As a result of changes to tax laws, our membership revenue was reduced by the 13% HST we had to pay on the fees received from International. That amounted to \$6,646.53 this year.
Awards	\$77,850	We received a record-breaking 219 entries resulting in excellent gala attendance and the chapter gave out a record number of awards.
Advertising	\$77,008	Revenue generated through CareerLine exceeded our conservative estimate, so despite lower than expected advertising and sponsorship revenue we still made more than our projected \$67,600.
Programs	\$55,901	Programs include Professional Development (PD) and networking events, as well as our official Special Interest Groups – Professional Independent Communicators (PIC) and West End Group. Registration fees account for the majority of program revenue, but we are also grateful for the financial support from our official PD sponsor, CNW Group.
Interest and other	\$3,269	Interest is earned from our two investment accounts. As of June 30, these accounts equal \$206,099.23. The chapter's designated reserve is meant to cover one year of membership dues and is set at \$108,225.
Total Revenue	\$313,044	

Expenses		
Administration		
Management fees	\$100,037	We employ Funnel Communications to provide administrative support throughout the year. This includes website management and financial administration. These fees increased by only \$43 from the previous year. Volunteers worked hard to reduce costs and this year, we also took our entire OVATION Awards submission online for the first time. This initiative should lead to a greater decrease in office hours in the future.
Postage & courier	\$14,558	The majority of postage costs are mailing the <i>Communicator</i> newsletter to members — our only printed communication that members have said they value in the midst of electronic communication. Late in the board year, we made the decision to no longer mail <i>Communicator</i> in an envelope to reduce expenses.
Interest & bank charges	\$8,877	This is mainly attributed to charges for credit card and online payments received from CareerLine postings, event registrations and award submissions.
Meetings	\$6,285	Expenses for monthly board meetings, the annual general meeting, PIC meetings and West End meetings.
Stationery	\$4,007	Stationery ranges from nametags at events to letterhead for billing and correspondence.
Professional fees	\$2,684	Monthly bookkeeping and fees charged by a Chartered Accountant to review the financial statements.
Insurance	\$1,783	Premiums for directors and officers liability, and commercial general liability insurance.
Printing	\$1,173	
Telephone	\$1,144	
Total Administration	\$140,548	

Expenses (cont'd)		
Programs		
Awards	\$65,807	The successful OVATION program continues to be an effective way for members to demonstrate their value and earn recognition from peers in the broader communications community. This year we received a record number of entries, recognized a record number of winners and transitioned to an online submission process.
Programs	\$36,249	When planning PD, networking and student events, the goal is a balanced budget, where expenses are offset by registration fees and sponsorship dollars. The volunteer teams did an excellent job providing relevant, affordable member events. This year, we set a record for event attendance of 1,648.
Communications	\$34,701	Communications expenses include chapter advertising, <i>Communicator</i> printing and website maintenance. Increase in membership led to rise in postage costs this year.
Executive services	\$7,892	The Chapter Leadership Institute is an annual event where IABC's volunteer leaders from the chapter, regional and international levels share best practices. The chapter pays for several Toronto board members to attend as part of their leadership development. Two board members presented at the conference this year. This expense also covers the chapter president's attendance at the World Conference, where he or she represents and votes on behalf of the chapter at the IABC Annual General Meeting.
Volunteer services	\$7,275	This year, we had a total of 216 volunteers engaged in chapter activities. This covers costs for both the recruitment and recognition nights, as well as the mentorship program.
Membership & accreditation	\$3,810	We fund the Kay Staib Award, a bursary donated to communication programs at GTA-based community colleges. Newly accredited ABCs also received complimentary OVATION Gala attendance.
Surplus initiatives	\$9,233	As we had a surplus in the previous board year, we allocated the funds to several small member projects, to increase funds for volunteer recognition and to support a future salary survey being conducted by IABC International.
Total Programs	\$164,967	
Total Expenses	\$305,515	

Excess of revenue over expenses for the year	\$7,529	In early November 2011 the board approved an annual budget with a projected loss of \$42,870.68. This loss reflected a strategic decision to invest in services and initiatives that enhance member value. When combined with a successful OVATION program and growing membership numbers, the final results showed a surplus of \$7,529.
Net assets, beginning of the year	\$273,609	
Net assets, end of year	\$281,138	



The 2011 IABC/Toronto Communicator of the Year: Dr. Catherine Zahn, President and CEO of the Centre for Addiction and Mental Health (CAMH).



John Bromley, ABC (right) received the Mentor of the Year Award for work with his mentee Carolina Salcedo.



Bobbie Resnick, ABC, APR, MC, Fellow (right), presents the Bobbie Resnick Philanthropy Award to the Friends for Life Foundation's Stefanie Calli and Erick Bauer.