



**Great Lakes Chapter**

## **2016-17 Annual Report**

**June 1, 2017**

**Draft 3 for Discussion at June 1, 2017 Annual General Meeting**

## Message from the Chapter President

This is my second year serving on the executive board of the Great Lakes Chapter of IAP2. It has been my privilege to work with people who truly want to engage with corporate and government partners to create better decision-making and a better outcome.



### Looking back on 2016-17

The Great Lakes Chapter began 2016-17 with an insightful presentation from Eric Bergman, APR, ABC and Master Communicator. Eric has taken his formidable knowledge of communications and human behaviour and blended it with a passion for public engagement. This was the basis for a P2 presentation pilot program that got off the ground successfully. We were thankful for a sneak peak in June 2016 at our AGM in Toronto.

In 2016, we also invited IAP2 Great Lakes Chapter members to visit Mohawk Institute Residential School, including the Woodland Cultural Centre, in Brantford. This was a riveting experience for all of us, and made real the struggle of our First Nations brothers and sisters and deepened our understanding of their experiences. Understanding this key partner helps us to be better at engaging and better at communicating.

We used a survey to reach out to our membership to see how they wished to be reached and get involved. They told us to use more online tools and to maintain face-to-face opportunities.

### Looking ahead to 2017-18

We have identified our challenges for 2017. One of the biggest is the size of our coverage area. The Great Lakes Chapter stretches from Barrie in the north, Lake Ontario in the south, Kingston to the east and Fort Erie to the west and includes Highways 401 and 400 and the Queen Elizabeth Way (QEW). We will continue trying online ways, such as webinars and social media, to reach across our geography, maintaining that vital connection with each other and encouraging new friends to join IAP2 Great Lakes Chapter.

### Emerging trends

In 2017, we will hear more about planned adjustments to the IAP2 Spectrum of Public Participation and will contribute when and where we can to this important tool. We will also see more traditional public relations and communications professionals develop their engagement skills and look to IAP2 for some helpful hints. We welcome these colleagues and invite them to join IAP2.

Thank you to the Executive Team for your efforts during 2016-17. We have accomplished great things together. I look forward to continuing to build the profile of IAP2 Great Lakes Chapter and ensure practitioners have the engagement tools they need to make great things happen.

Best,

Donna Kell, APR  
 President, 2016-2017, Great Lakes Chapter, IAP2 Canada

## The 2016-2017 Great Lakes Chapter Executive Team

President: **Donna Kell**

Vice President: **Tracy Manolakakis**

Past President: **Karla Kolli**

Secretary: **Kyal Butler and Jodi Ball**

Treasurer: **Chris Gurski**

Members-at-Large: **Carrie-Lynn Ognibene, Events/Communications; Tracey Ehl; Communications; David Nagler.**

**Welcome to the 2017-18 Great Lakes Chapter Executive Team** (Executive roles will be determined at the June 1, 2017 Annual General Meeting.)

President:

Vice President:

Past President: **Donna Kell**

Secretary:

Treasurer:

Members-at-Large:

## Membership

In 2016-17, our membership grew by five people to 74 members. Some of the cities and towns we have reached include Smithville, Pickering, Kitchener, Woodstock, Niagara, Peterborough, Newmarket, Hamilton, Guelph, Kingston and Huntsville. Welcome, all.

## Successes

In 2016-17, we hosted a visit to the Woodland Cultural Centre, including Mohawk Institute Residential School, attracting 14 people from across the Great Lakes Chapter Coverage area. Thanks to the team for organizing this. Shortly after the visit, the school closed for repairs. We were fortunate to visit just in time.

Eric Bergman, ABC, APR and Master Communicator, shared the lessons in P2 Presentation with at the AGM in June 2016. This no-cost event was inspiring to those who attended. Thanks, Eric, for being so generous with your time and knowledge.

We used surveys to reach out to our membership in 2016-17 to build a collaborative approach that bypasses our geographical challenges. Thanks to those who responded. Your ideas have helped build the coming year's objectives.

We continue to be involved in the IAP2 local and national publications, sharing our stories and reaching out to our colleagues across Canada.

## Opportunities in 2017-18

In 2017-18, we our strategic objective involves “Reaching out to more people, embracing our geography and building capacity.”

Here are some of our approaches:

- Use webinar service at no cost
- Develop white paper or webinar
- Become an owner organization
- Brainstorm different ideas based on interests
- Tie events into existing event
- Enhance use of social media
- Share P2 practices and ideas
- Reach out to former members whose memberships have lapsed

## Financial Position

Thank you to our treasurer, Chris Gurski, for such great work in 2016-17. Please see the attached Treasurer’s report.

## Contact Us

For more information about the Great Lakes Chapter, please contact us at:  
[greatlakeschapter@iap2canada.ca](mailto:greatlakeschapter@iap2canada.ca)

## Draft Annual Report prepared by:

Donna Kell, Chapter President, 2016-2017

**Final Annual Report adopted:** June 1, 2017 at the Chapter’s Annual General Meeting (to be confirmed at AGM).

**Attachment**

## Financial Report as of June 1, 2017

### IAP2 Canada – Great Lakes Chapter

—Prepared by Chris Gurski, Treasurer

<b>IAP2 Canada - Great Lakes - Financial Information - June 2016 to June 2017</b>				
<b>Date</b>	<b>Description</b>	<b>Amount</b>	<b>Total Transaction</b>	<b>Balance</b>
1-Jun-16	Opening Balance			\$4,273.58
28-Jun-16	2016 AGM Food and Speaker Gifts	\$154.37	-\$154.37	\$4,119.21
26-Oct-16	Woodland Cultural Centre Room and Food	\$305	-\$305	\$3,814.21
11-May-16	Chapter Funding Grant	\$2,500	+\$2,500	\$6,314.21
				<b>\$6,314.21</b>
Submitted by: Chris Gurski, Treasurer				