



International Association
of Business Communicators

IABC Annual General Meeting
Virtual AGM
Wednesday, 21 June 2023, 4:00 – 5:55 pm EDT

MINUTES

Call to Order

Alain Legault called the meeting to order at 4:03pm EDT.

Presentation of Credentials Committee:

Chair Alain Legault introduced the 2023 Credentials Committee.

- Sharon Hunter, SCMP; Credentials Chair
- Christopher Saxby (IABC Asia Pacific Region)
- Sue Heuman, ABC, MC, IABC Fellow (IABC Canada West Region)
- Karen Mericsko, (IABC Heritage)
- Ann-Marie Palmer-Ikuku, SCMP (IABC Africa Region)

On behalf of the Credentials Committee, the IABC 2023 Annual General Meeting has reached quorum. To meet quorum, IABC needed 361 votes to be represented in the vote. 39 Chapters, 8 Regions, and 11 International Executive Board members participated in the vote, representing 452 votes and exceeding quorum. The virtual voting was tabulated on 20 June and approved by the credentials committee.

Approval of 2022 AGM Minutes and Audit Report

Have you read and reviewed the minutes of the 2022 AGM? How do you vote?

- 98% of delegates approved the vote.
- 2% of delegates abstained from the vote.
- **Motion carried.**

Have you read and reviewed the 2022 Audit Report? How do you vote?

- 98% of delegates approved the vote.
- 2% of delegates voted against the audit report.
- **Motion carried.**

Approval of Revisions to the IABC Bylaws

Recommended bylaw change: Change 1

Existing Section

PREAMBLE. Section 1. Vision.

- 97% of delegates voted to approve the bylaw change.
- 3% of delegates voted against the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 2

Existing Section

PREAMBLE. Section 2. Purpose.

- 94% of delegates voted to approve the bylaw change.
- 6% of delegates voted against the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 3

Existing Section

Article 2. Section 2. Types of Membership.

- 100% of delegates voted to approve the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 4

Existing Section

Article 2. Section 5. Duration of Membership; Resignation/Removal

- 100% of delegates voted to approve the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 5

Existing Section

Article 3. Section 3. Regions.

- 100% of delegates voted to approve the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 6

Existing Section

Article 3. Section 4. Chapters.

- 100% of delegates voted to approve the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 7

Existing Section

Article 3. Section 7. Disciplinary Action.

- 100% of delegates voted to approve the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 8

Existing Section

Article 5. Section 2. International Executive Board Composition.

- 72% of delegates voted to approve the bylaw change.
- 28% of delegates voted against the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 9

Existing Section

Article 6. Section 2. Officer Nominations.

- 92% of delegates voted to approve the bylaw change.
- 8% of delegates voted against the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 10

Existing Section

Article 6. Section 3. Officers' Term of Office.

- 92% of delegates voted to approve the bylaw change.
- 7% of delegates voted against the bylaw change.
- 1% of delegates abstained from the vote.
- **Motion carried.**

Recommended bylaw change: Change 11

Existing Section

Article 6. Section 4. Officers.

- 72% of delegates voted to approve the bylaw change.
- 28% of delegates voted against the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 12

Existing Section

Article 7. Section 1. Director Qualifications.

- 100% of delegates voted to approve the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 13

Existing Section

Article 7. Section 2. Director Nominations.

- 91% of delegates voted to approve the bylaw change.
- 9% of delegates voted against the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 14

Existing Section

Article 7. Section 3. Director Election.

- 98% of delegates voted to approve the bylaw change.
- 2% of delegates voted against the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 15

Existing Section

Article 7. Section 4. Directors' Term of Office.

**This bylaw change has been adjusted since the Bylaw Changes were shared with membership. We have included "up to" two directors elected each year. The updates were included in the Survey Monkey and are reflected on the screen being shared.

Elected directors at large serve a three-year staggered term or until a successor is duly elected and qualified, with up to two directors elected each year.

- 98% of delegates voted to approve the bylaw change.
- 2% of delegates voted against the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 16

Recommended Addition:

Section 5. Regional Appointments

- 73% of delegates voted to approve the bylaw change.
- 26% of delegates voted against the bylaw change.
- 1% of delegates abstained from the vote.
- **Motion carried.**

Recommended bylaw change: Change 17

Existing Section

ARTICLE 8 INTERNATIONAL EXECUTIVE BOARD
NOMINATIONS.

- 74% of delegates voted to approve the bylaw change.
- 26% of delegates voted against the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 18

Existing Section

ARTICLE 10 COMMITTEES. Section 2. Finance Committee.

- 82% of delegates voted to approve the bylaw change.
- 18% of delegates voted against the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 19

Existing Section

ARTICLE 10 COMMITTEES. Section 3. Investment Committee.

- 85% of delegates voted to approve the bylaw change.
- 15% of delegates voted against the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 20

Existing Section

ARTICLE 10 COMMITTEES. Section 4. Audit and Risk Committee.

- 82% of delegates voted to approve the bylaw change.
- 18% of delegates voted against the bylaw change.
- **Motion carried.**

Recommended bylaw change: Change 21

Existing Section

ARTICLE 11 FINANCE. Section 6. Audit.

- 79% of delegates voted to approve the bylaw change.
- 20% of delegates voted against the bylaw change.
- 1% of delegates abstained from the vote.
- **Motion carried.**

Recommended bylaw change: Change 22

Existing Section

ARTICLE 11 FINANCE. Section 7. Borrowing Power.

- 98% of delegates voted to approve the bylaw change.
- 2% of delegates voted against the bylaw change.
- **Motion carried.**

Treasurers Report:

Treasurer, Ann-Marie Blake, reported on the current financial health of IABC. Highlights include:

- May financials - \$91,000 positive assets, \$181,000 in the negative this time last year
- 80% of income comes from Membership program and World Conference program – need to diversify our income streams to stabilize the association and insulate ourselves against potential shock
- Expenses – seeing results of decisions made a few years ago. Employed own staff - 2million a year. Now, under \$1 million this year with Association Management model. Buying power, negotiate better deals (example: hotels, conference)
- Task Force 2.0 identifying the new financial model – VP Finance
- Increasing income with more corporate sponsorship, corporate membership and master classes

Ratification of the 2023-24 Officer Positions:

- Kamyar Naficy – Vice Chair (with automatic succession to Chair and Past Chair)
- Ann-Marie Blake, Chart.PR, MCIPR – Secretary & Treasurer (one-year term)
- Julie Ludwig, ABC, SCMP - Director at Large (one-year term)
- Anuja Kale-Agarwal – Director at Large (three-year term)
- John Harris- Director at Large (three-year term)

Sue Heuman ratified the slate of officers for the 2023-2024 executive board. **The motion carried with 100% in favor.**

Chair Report:

Alain Legault, SCMP, IABC Chair, provided an annual update. Highlights include:

- Three Goals:
- Membership, Retention, Recruitment, Recovery
 - Expecting membership numbers to be 6,000 in July
 - Offered join and go option for non-members at World Conference
 - Introduced a range of membership types (early career, etc.)
 - Will be moving to an annual dues cycle
 - Membership VP Forum so VP membership are aligned worldwide
 -
- Revenue
 - Since 2018, first time we have positive net asset and net income
 - Launch of remote proctoring from GCCC
 - Signed agreement with Aberje
- Reputation
 - Toronto Conference was very successful – almost 1,000 attendees
 - Shared Interest Groups (SIGs)
 - Everyone is welcome to join subcommittee of Task Force 2.0

Executive Director Report:

Executive Director, Peter Finn, provided an update on the overall state of IABC.

- Peter thanked Alain for his leadership and his work. Peter thanked Danielle for all her work with the Strategic Plan, Task Force and many other items. Peter thanks the IEB and Staff.
- Peter provided an update on where we are with the 2025 Strategic Plan
 - Stronger Together:
 - This is the foundation of the work of the Organizational Design Task Force and was a primary focus for the Association in 2022-2023
 - Growth of Shared Interested over 2022 – 2023
 - Growth of corporate member program
 - Delivering Value
 - Launch of IABC Masterclasses
 - Portfolio Review of Programs to evaluate offerings regularly
 - IABC World Conference 2023
 - Partnership with Aberje, the Brazilian Association for Business Communication
 - Advancing My Career:
 - Established remote proctoring capabilities so that CMP and SCMP can be offered virtually
 - Shifted World Conference programming to align with membership/attendee feedback – Heavier focus on networking and peer-to-peer learning opportunities
 - Shared Interest Groups meet regularly and provide networking and professional development opportunities for a global audience

- Peter presented an overview of the financials from 2011-2023 and how things have changed over the past 10 years. Challenged in 2021 and 2022 – faced very difficult situations. Rebound in the last year and a half. Net assets moved from \$397k in the negative in 2022 to positive \$91k in 2023.
- Net income: 2022 IABC generated moderate net income of \$16k and this year IABC is forecasting over \$400K in net income. New York was a good conference but did not perform to expectations. This conference in Toronto did as well as many other programs. It is extremely important to see net revenue over the next few years to provide stability.
- Looking Ahead our major milestones include:
 - New Organizational Design Task Force that will build on the work of original group
 - Shifting the organization to be in line with approved bylaws changes
 - Integrate 15 US chapters into unified financial operations
 - Transition to an annual dues model starting in Q4 2023
 - Launching inaugural Membership Committee and building new member value based on 2023 survey results
 - Q3 & Q4 planning to revamp Hub and Website for FY24 implementation
 - Renewed focus on thought leadership and available content for members
 - Leveraging Partnerships to grow certification.

Introduction of Incoming Chair

Chair, Alain Legault, introduced incoming chair, Maliha Aqeel, for the 2023-24 term.

Maliha shared her vision for the organization and her background on the importance of change.

Open Floor Q&A:

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

Adjournment:

On motion of Past Chair Alain Legault, the 2023 Annual General Meeting adjourned at 5:42 p.m. EDT.