



**ANNUAL REPORT
2016-2017**

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IAEM Canada Council Members 2016-2017

Leadership

President – Rebecca Wade

Immediate Past President – John Saunders

Vice President – Greg Solecki

Treasurer – Stacey Jyrkkanen [outgoing], Jasmin Carlton [incoming]

Secretary – Ryna Brideau-Thombs

Appointments

Representative to the North American CEM Application Review Commission (CEM Commission) – Phil Jewell, Sherry Hiriart [incoming]

Director, Communications and Marketing – Sean Vaisler

Director, Governance – Jacqui Edmiston

Director, Membership Engagement – Heather Stager

Director, Partnership Engagement – Scott Roberts

Director, Professional Development – Tracy Blaine [outgoing]

Regions

President, Alberta Region – Scott Holland [outgoing], Tom Watts [incoming]

President, Student Region – Nick Quigley

Vision and Mission Statements

Vision

IAEM Global shall be known as the premier international organization for excellence in Emergency Management globally. IAEM Canada will represent this vision in all its activities.

Mission

To serve the Emergency Management community by:

- Encouraging the development of resilience in communities, to mitigate the impact of disaster
- Acting as the clearinghouse for information on comprehensive Emergency Management issues
- Providing a forum for creative and innovative problem-solving on Emergency Management issues
- Maintaining and expanding standards for Emergency Management programs and professionals
- Fostering informed decision-making on public policy in the Emergency Management area at the local level



Council Reports

President Rebecca Wade



As I reflect on the past nine years with IAEM Canada, I can say what a privilege it has been to work alongside and lead incredibly dedicated members. Whether those members were serving in leadership roles, committees, in their communities, attending conferences or webinars, their engagement is as diverse as the membership itself.

The membership has persevered through the growth of this association and the growing pains that come along with it. We continue to work on IAEM Canada's identity and build on relationships with our provincial associations, local, provincial and federal governments and globally. We have established solid relationships with Public Safety Canada, sitting on several of their committees; we are actively engaged with the Tri-Service Council on Emergency Management, working with first responder associations toward a common goal; we continue to work towards setting professional standards and their adoption, such as having Canadian educational requirements amended for the CEM, and currently by providing grant funding to support research on Global Competencies for Emergency Managers.

Recently, I sent out a communication listing some of the activities that IAEM Canada has accomplished over the years, and many people were surprised to know that we had worked with the Federal government to establish a National Occupational Classification Code (job code) for Emergency Management. Membership is constantly working towards further professionalization of Emergency Management through the various committees within IAEM Canada.

The IAEM Canada Board of Directors met in November 2016 to put together the three-year strategic plan. This dedicated team has great visions of what IAEM Canada can/will become. Those visions will come to fruition only through the participation of actively engaged members like you. Our membership is supported through their provincial associations, nationally by IAEM Canada's Board of Directors, and internationally through IAEM Global.

What I am trying to say is that the sky is the limit! I have seen many things happen, and although some of it took time and resources, the sheer dedication and passion of our members made it happen. I hope that, as I move into the Immediate Past President position, our young, ambitious emergency managers step up to the plate to help mold their association and their profession.

As I look ahead, I plan to relax a little, pick-up a few new hobbies and find a new challenge. Thank you for your support and dedication over the past nine years.

Immediate Past President John Saunders



Goals

- To provide continuity and legacy related support to the Board
- To further grow relationships with the Federal Government
- To promote and represent IAEM-Canada at various events and Committees

Accomplishments

Federal Government Activities:

- Represented IAEM on three Public Safety Canada's committees:
 - Platform for Disaster Risk Reduction
 - Domestic Group of Emergency Management.
 - 2017 Emergency Preparedness Week Committee

This involved five Public Safety Canada meetings in person and 10 teleconferences over the past year.

- Participated in the UN's 5th Regional Platform of the America's for Disaster Risk Reduction, where, on behalf of IAEM, I provided technical advice on EM elements for some of the accepted initiatives within the Regional Working Plan.

Promotion and Representation:

- Networked to ensure all Senior Officials Responsible for Emergency Management (SOREM) are aware of IAEM-Canada. Working on defining this relationship and determining how we can be of support to this decision-making, national entity.
- Attended three Canadian Tri-Services Emergency Management Committee meetings on behalf of the IAEM-Canada President
- Staffed the IAEM booth/display at the three conferences.

Activities and Outcomes for 2017-2018

- Continue the momentum!
- Solidify developing relationships and look for new ones.

Vice President Greg Solecki



Goals

Since I came to the Vice-President role in the latter part of 2016, my main focus has been on familiarizing myself with the role, transitioning from my predecessor, and maintaining engagement with IAEM Global.

Accomplishments

- Coordinated the efforts of the CEM Commissioners, Professional Development Committee and Partnership Engagement Committee to begin the review of the core competencies for Emergency Management in Canada. In addition, engaged IAEM Global to confirm their intentions regarding competency reviews in 2017-2018.
- Participated in the IAEM Canada Strategic Planning workshop, to develop our direction until the year 2020.
- Created a functional organization chart for the IAEM Canada Board, to clearly outline lines of reporting and communications, and ensure strategic planning alignment.

Activities and Outcomes for 2017-2018

- Continue to pursue the competency review initiative – as this is a significant undertaking in terms of effort and time, it will be my prime focus as VP when I am not supporting the Board.

Treasurer
Stacey Jyrkkanen [outgoing]
Jasmin Carlton [incoming]



Jasmin Carlton
No photo
available

Goals

- To look for areas to decrease costs while still allowing for promotion of IAEM Canada
- To continue providing detailed financial statements to our membership

Accomplishments

- Provided detailed financial statements to the IAEM Canada Board and general membership
- Balanced and reconciled financials
- Continued dual management of IAEM Canada and Student Region banking

Activities and Outcomes for 2017-2018

- Continue the implementation of new budget process, then and refine where possible and practical
- Continue to track spending year-over-year, now that consistent revenue and expense categories have been created based on IAEM Global financial statements

Secretary Ryna Brideau-Thombs



Goals

The Secretary's role is mainly to act as "wing-man" (or woman!) to the Board. As such, the main goals every year are:

- To seek ways to make Board business more efficient
- To ensure that IAEM Canada documentation continues to meet requirements set out in government directives for non-profit organizations, and the Council's own bylaws.

Accomplishments

- The selection of an online, cost-effective, collaborative tool will save the IAEM approximately half the cost of teleconferencing services starting in 2017.
- The reorganization of the Board's online documents into a filing structure that is easy to navigate supported Board members in their efforts to manage information.

Activities and Outcomes for 2017-2018

The most important contributions of the Secretary this upcoming year will be to:

- Support the Governance Committee with tracking the progress of the Strategic Plan
- Support the implementation of the Transfer of Knowledge (TOK) tools for new Board members
- Work with the Marketing & Communications Committee to make Board documents more readily available to IAEM members.

CEM Commission

Phil Jewell
Sherry Hiriart [incoming]



Purpose of CEM Commission

The Certification Commission is a peer-review body that reviews submissions for the AEM or CEM designation. It ensures that the Certification Program remains open, fair and impartial; retains integrity; and implements the mission of emergency management by certifying that successful applicants have met the minimum standards outlined in the program

The Certification Commission is composed of representatives nominated by their respective sponsoring Council Board and approved by the USA Board. There are 18-30 Commission seats depending on workload/volume of applicants.

Accomplishments

The CEM Commission conducts online reviews every other month over the past year, and although developments continue to make the online review process very efficient and user friendly, there still remains a demonstrated benefit to Commissioners meeting face-to-face. There is an in person meeting scheduled for September 2017.

One of the most significant developments over the past year was the academic change for Canadian CEM candidates, to bring the requirements in-line with US and global candidates. The change took place on Dec 31st 2016, with there being a notable influx of Canadian applications in the December submission.

For 2016-17, 45 candidates earned the AEM certification, and 149 candidates earned their CEM. Today (March 2017), there are **215 AEMs and 1,748 CEMs worldwide**, including **10 AEMs and 81 CEMs in Canada**.

Statistics for 2016-2017

Type of application	Number of successful candidates
Worldwide, including Canadian applicants	
AEM	45
CEM	149
Canadian applicants only	
AEM	3
CEM	9
Number of Canadians who upgraded to CEM	1

The online exam process is still being developed, and it is hoped that it will be live by the end of 2017. Additionally, two new and exciting initiatives will be introduced by the CEM Commission:

- Featured mentors which aims to enhance access to qualified mentors for potential AEM and CEM candidates; and
- Certification Webinar Series which aims to increase the understanding of the application process and criteria for certification.

Both exciting changes underline the desires and wishes of IAEM to continue to expand the number of certified professionals.

Activities and Outcomes for 2017-2018

It is recommended that Commissioners continue to work in partnership with other board members to promote the value of the CEM and AEM across the country, including linking emergency management events to the CEM and AEM. An example of this is to seek official acceptance of an emergency management conference from IAEM HQ that it meets the criteria for a professional conference, and work with the organising body to issue certificated of attendance that can be used by a candidate in their CEM application.

Communications and Marketing Sean Vaisler



Committee Members

Sharf Chowdhury
Tim McDermott
Sean Vaisler

Goals for the year

- To continue increasing IAEM Canada's social media capacity and engagement
- To continue providing Emergency Management situational awareness within Canada
- To provide new avenues of promotional opportunities for IAEM Canada
- To recruit more Communications and Marketing committee members

Accomplishments

- Our new committee members have established social media consistency throughout all IAEM Canada accounts
- Social media viewership on Twitter continued to grow, up to over 22,300 impressions in 2016. Facebook and LinkedIn are showing similar results
- Partnered with various Emergency Management-related conferences within Canada to promote IAEM Canada

Activities and Outcomes for 2017-2018

- Disseminate consistent and relevant communications to our members
- Use existing social media to build on the "community of practice" concept (e.g., sharing of articles, communications and chats)
- Evaluate current communication methods and content dissemination to enhance their use and readability
- Continue to increase engagement with Emergency Management professionals and newly graduated students from universities across Canada
- Continue to improve and build viewership on current social media channels
- Continue to improve partnership with local and provincial Emergency Management organizations

Governance

Jacqui Edmiston



Committee Members

Karen-Denise Cyr
Pierre Picard

Goals

- To improve the accountability, transparency and responsiveness of the Board
- To ensure fiscal responsibility and oversight of IAEM Canada funds
- To engender effective performance within IAEM Canada committees
- To improve business continuity through board member transitions

Accomplishments

In the fall of 2016, the board attended an offsite strategic planning workshop to set strategy for the next three-year cycle. This resulted in some committed discussions about where the board wants to take IAEM Canada in the period from mid-2017 to mid-2020 and the culmination of those efforts can be reviewed in the revised Strategic Plan for this same period.

Additionally, we've now introduced a sustainable process for budgeting for this three-year strategic review; amortizing costs across the full three years of each planning cycle, thereby alleviating any strain resulting from a lump-sum figure in the review year for the Strategic Plan.

Another big piece of work in the previous year was to establish a formal "transfer of knowledge" process (inclusive of templates) to capture the work done in each of the key central roles on the board but also in the committee work led by our Committee Chairs. For some posts, this represents a significant body of history and knowledge that is now appropriately documented and can be shared as part of the onboarding of new board members.

Lastly, governance training for all board members will be provided after the transition of new board leadership. This activity will occur in June 2017.

Activities and Outcomes for 2017-2018

- Conduct a review (and updates as necessary) to the Terms of Reference across all Committees, including the establishment of a short-term project-based Terms of Reference.
- Conduct a review of the current by-laws (2014) and propose any changes in advance of the next AGM.
- Assist board members with the creation of their annual committee work plans in support of the overarching Strategic Plan.
- Convert the annual work plan of each board committee into a dashboard for review at each

monthly board meeting.

- Establish an annual planning meeting (post 2017 AGM) for the IAEM Canada Board to review the Strategic Plan and ensure committees are on track towards meeting objectives set out in the plan.
- Create a “placemat” version of the new Strategic Plan for marketing and communications purposes, and disseminate to the membership via a variety of channels.
- Initiate a quarterly President update in combination with a membership activity.
- Promote the opportunity to join the Governance Committee to members of IAEM Canada.

Membership Engagement Heather Stager



Committee Members

Sherry Hiriart
Marc Sheridan
Jenn Nelson

Overview Committee Plans for 2017

The Membership Engagement Committee seeks to identify specific interests and needs of members in order to support other committees in the offering of benefits, such as webinars. In better understanding desired member benefits and offerings, the committee will encourage members to stay, entice new members to join and deter members from leaving.

Goals

- To continue to maintain membership numbers across Canada
- To encourage growth of membership in geographies presently under-represented and in sectors presently under-represented
- To improve the member experience for IAEM-Canada Council members.

Accomplishments

- Selected award winners for the Merit Award and Career Excellence Awards categories to showcase exemplary Canadian emergency management talent.
- Recruited several members for committees through the welcome email sent to new and renewing members.
- Creation of guidelines and a tracking system for booth materials, including the delivery of the booth display to several conferences.
- Recruited volunteers for conferences and events, including the 13th Summit on Emergency and Disaster Planning for Colleges, Universities and K-12 Schools.
- Liaised with the Communications & Marketing and Professionalization committees to clarify roles and responsibilities related to member benefits and communications.
- Developed short videos on IAEM Canada awards, the IAEM bulletin, and other member benefits to be released shortly.
- Connected members with the appropriate committees or Board members to support their activities as a member or in the acquisition of the AEM/CEM certifications.
- Held regular committee meetings to discuss the needs and interests of members and to develop appropriate activities to improve the member experience, which laid the foundation for more tangible benefits to be delivered in 2017 and beyond.

Activities and Outcomes for 2017-2018

SHORT-TERM GOALS (3-6 MONTHS)

- **Membership Profiles** – Having an understanding of who members are better enables the targeting of benefits to different groups [review survey results; analyse membership roster; develop profiles of different types of members]
- **Awards** – Canadian Awards Program will be continued to showcase talented EM professionals and their achievements [share information; call for awards via website and social media; review applications after deadline; select winners and notify membership of their names; issue certificates and awards]
- **Conference Booths** – Create consistent image and information at conference booths [express process for volunteer recruitment in writing; draft guidance information for volunteers; establish process for tracking booth information; create listing of Canadian EM conferences/workshops/trade shows of interest to members]
- **Promotional Videos** – Create short videos expressing various benefits and general information on IAEM to use to promote the association and encourage membership [using PowToons®, create videos with voice over clips that are ready, publish to IAEM Canada YouTube (with Communications committee); promote IAEM Canada Council videos]

LONG-TERM GOALS (6-12 MONTHS)

- Foster positive and beneficial member experience by collaborating with other committees [foster more personalized communication with members to develop relationships and connections with members; develop clear expression of member profiles; develop standard presentation on IAEM Canada and share at public events; shared member drive with IAEM USA]
- Improve retention rate for members and grow membership numbers (by having clear benefits to communicate and use for promotion at events) [Engage members in opportunities to share and exchange with other members (in discussion board and other forums); develop educational opportunities through recorded webinars and other tools; target webinar topics to profiles developed]

Partnership Engagement Scott Roberts



Committee Members

David Diablo
Ian Foss
Pierre Legault
Troy McQuinn
Peter Schalk

Goals

- To reconstitute and revitalize the Partnership Engagement Committee
- To promote the committee's work and messages to IAEM Canada members

Accomplishments

- Worked with the Membership Engagement Committee to recruit enough new members to establish a solid base for the Partnership Engagement Committee.
- Collaborated with Communications and Marketing Committee to establish several platforms that can be used to publish and promote the committee's work and messages.
- Actively participated in the CSA Z1600 Technical Committee, as well as several of the Public Safety Canada committees mentioned in the Past President's report.

Activities and Outcomes for 2017-2018

Grow and maintain the momentum that was started in early 2016. IAEM Canada members rely heavily on partners to do their work, and this committee's engagement efforts should result in tangible benefits to our members.

Professional Development Tracy Blaine



Committee Members

Committee Members

Tracy Blaine (Outgoing Chair)
David Day (Secretary)
Ryna Brideau-Thombs (Committee Co-chair and Critical Infrastructure Working Group Chair)
Carolyn Dumbeck
Tosha Richter
Amy Romanas
Brigitte Schnell
Tali Serota
Lisa Shallow
Sonia Singh
Ayesha Syed
Ali Vaezi
Xanthe Zarry

Goals

- To grow capabilities in existing working groups to target issues and build engagement with industries as represented in the committee.
- To Begin building the base for a competency analysis to focus future professional development.

Accomplishments

- Critical Infrastructure working group engaged with work plan and regular meetings. Initial information gathering project in progress to identify minimum competencies of an Emergency Manager specific to critical infrastructure.
- Identified and distributed currently available documentation in both Canada and the US regarding EM competencies to committee members for review.
- Engaged with CEM commission and Vice-President to work on competency reviews, to determine best methods for supporting and not duplicating the more global efforts to determine/ update references regarding what an Emergency Manager must know.

Activities and Outcomes for 2017-2018

- Finalize work plan to align with new strategic plan including better tracking and reporting methods.
- Actively engage with broader initiatives to finalize EM competencies for both Canada and the US.
- Develop/ host regular webinars for members, at least quarterly.
- Develop a formal professional development program for IAEM members recognizing the different needs of new versus experienced emergency managers.
- Begin/ enhance relationships with post-secondary institutions to promote specific competencies in their EM curriculum. The long-term goal would be to develop a core curriculum ensuring EM graduates have minimum capabilities at the certificate and degree levels.
- Establish a mentoring program in coordination with the Student Region. This program would support new emergency managers as they enter the field and build their professional competencies. Two tracks would be required: one for new graduates and one for experienced professionals new to EM. This is not a duplication or extension of the CEM mentoring program already in place.

Alberta Region Scott Holland [outgoing] Tom Watts [incoming]

Region Officers

Tom Watts - President
Kathy Sokolan-Oblak – Vice President
Ramon Zulueta – Secretary/Treasurer
Lee Laverdure – Director
Scott Holland – Past President



**Tom Watts
No photo
available**

Goals

- To expand IAEM membership in Alberta
- To raise the profile and benefits of IAEM to partners
- To provide a forum for creative and innovative sharing on Emergency Management Information:
- To encourage the development of resilience of communities to mitigate the impact of disaster:
- To support informed decision making in Alberta within the Emergency Management environment, the local level and provincial level

Accomplishments

- Expanded IAEM membership in Alberta

Activities and Outcomes for 2017-2018

- Utilizing budget allocated from Canada Council, continued to work towards the goals listed in the strategic plan.
- Continued representing Alberta's voice at IAEM Canada Council (ongoing)
- Promoted IAEM membership across the province of Alberta (announce our agenda & purpose)
- Published a President's welcome letter and sharing our strategic plan (April 2017)
- Published President's emails in March promoting professional Development opportunities (March 2017)
- Worked with the Alberta EM Agency (AEMA) regarding the Alberta region supporting the 2017 Stakeholder Summit

Student Region Nick Quigley



Region Officers

Nick Quigley, President (Current)
Carmin Moore, Vice President
Jared Knudsen, Treasurer

Goals

- To transition student members to individual members;
- To increase membership of the Student Region; and,
- To align a new Strategic Plan that meets the needs of IAEM Canada Strategic Plan 2017-2020.

Accomplishments

Over the past year, the Student Region has focused on two primary tasks: Recruiting efforts and University Engagement to increase exposure of the IAEM. At the beginning of the year, the Student Region was comprised of approximately a dozen members. Due to the efforts of student board members and the support of IAEM Canada, the Student Region is now comprised of approximately thirty members. This increase has allowed the continuation of the Region to act on behalf of Canadian students, focusing specifically on their needs.

The Student Region engaged with three Universities over the course of the year, explaining the importance of the IAEM and why being a student member was of benefit. The Universities were: JIBC, Royal Roads, and Brandon U. The Student Region made efforts to expand their reach to other educational institutions, however due to time constraints and other commitments we were only able to educate the three mentioned. Fostering these relationships will increase the student membership in the coming years.

Activities and Outcomes for 2017-2018

Over the course of the next year, the Student Region should continue to foster relationships with Universities which have programs in Emergency Management continuing to educate and expose the benefits of IAEM – CSR. The Student Region should align their Strategic Plan to reflect the areas where the Student Region will be engaged at the IAEM – Canada level. This will mitigate a duplication of efforts, and increase the effectiveness of these initiatives.

Financial Statement

Statement of Revenue and Expenses For the period of June 1, 2016 to April 30, 2017

STATEMENT OF REVENUES AND EXPENSES			
Income	Revenue	Expenses	Expenses
Membership Dues - Reg	\$ 29,042.05	Administration	
Membership Dues - Student		Teleconferencing	\$ 2,784.21
Interest Income	\$ 0.00	Postage & Courier	\$ 72.27
Donations & Sponsorship	\$ 0.00	Office Supplies	\$ 0.00
		Industry Canada	\$ 0.00
		Total Admin Expenses	\$ 2,856.48
Board Travel Summary		Board & Committee Travel	
WCDM - Past President		Registration Fees	\$ 475.91
WCDM - VP		Airfare	\$ 738.13
IAEM Canada Caucus Mtg - President		Accommodations	\$ 1,370.24
CEM Commission - CEM Chair		Strategic Planning	\$ 4,742.62
Public Safety Canada - Past President (2)		Transportation (Taxi/Mileage)	\$ 481.31
CSA Technical Meeting - PEC Cmte Member			
		Total Travel Expenses	\$ 7,808.21
		Membership & Marketing	
		Conference Promotion	\$ 661.12
		Printing	\$ 0.00
		Total Membership Expenses	\$ 661.12
		Finance	
		Bank Fees	\$ 28.00
		Financial Review	\$ 0.00
		Total Finance Expenses	\$ 28.00
Total	A	Total	B
	\$ 29,042.05		\$ 11,353.81

STATEMENT OF FUNDS			
Balance Beginning of the period:	Date	01/06/2016	\$12,563.83
<i>(attach a copy of prior period report if available)</i>			
Current Year:	Revenue	\$ 29,042.05	
	Expenses	\$ 11,353.81	
	Reserve Fund	\$ 10,000.00	
			\$ 7,688.24
Balance End of the period:	Date	10/04/2017	\$ 20,252.07
Total of Deposits	\$ 29,042.05	Total of Cheques	\$ 11,353.81
Difference	\$ 0.00	Difference	\$ 0.00

Budget Approved in Principle For the period of June 1, 2017 to April 30, 2018

Overall Budget Projection for IAEM Canada	Approved in Principle
	\$ 22,735

Canada Council	Approved Amount
Teleconferencing (switching to WebEx)	\$ 1,000
Industry Canada fees (September)	\$ 20
Postage, Courier, Office Supplies	\$ 500
AGM May 11 Toronto	\$ 500
AGM May 11 Toronto Travel for new President to attend	\$ 1,800
IAEM Conference & Canada Caucus Meeting (USA) For one member of the Board to attend the IAEM Global Conference, to represent Canada Nov. 10-15, 2017 Long Beach, California, USA	\$ 2,650
Sub-TOTAL	\$ 6,470

Communications & Marketing Committee	Approved Amount
IAEM Canada Logo Package All forms of digital logos and means to print to clothing and promotional materials	\$ 150
Conference Promotional Materials IAEM products, lanyards, business cards, etc. to be used for marketing	\$ 1,000
Sub-TOTAL	\$ 1,150

Governance Committee	Approved Amount
Strategic Planning Workshop – Fall 2019	\$ 3,000
Sub-TOTAL	\$ 3,000

Membership Engagement	Approved Amount
IAEM Canada Awards June 2017 Certificates, postage, and promotion for 4 awards and 2 plaques for selected awards	\$ 400
Sub-TOTAL	\$ 400

Partnership Engagement Committee	Approved Amount
Public Safety Canada/Platform for Disaster Risk Reduction Ottawa 2017	\$ 4,100
Canadian Tri-Service EM Committee Bi-annual Meetings Halifax June 5 & 6, 2017 December 2017 Ottawa	\$ 2,600
CSA Z1600 Technical Committee – Working Group meetings – 2/year	\$ 1,550
IRRG Urban Security and Resilience Conference Toronto May 2018 PEC Member(s)	\$ 100
Policy Development Contribution Program – Grant Sponsorship to develop EM Competencies February 2018	\$ 1,140
Promotion of IAEM at CRHNet Conference October 25-27 Halifax, Nova Scotia	\$ 2,225
Sub-TOTAL	\$ 11,715