

Annual General Meeting - President's Report Southwestern Ontario (SWO) Chapter of ISCEBS – November 25, 2020

2020 was a year like no other! The effects of a global pandemic began to take hold in Canada in mid-March, which forced our chapter to re-evaluate certain planned events and shift from in-person to virtual participation. We were all impacted, personally and professionally, and it has been challenging. I'd like to thank all of our board members for rising to the occasion during this unprecedented time. I'm pleased that as a board we were able to quickly pivot and adjust as necessary in order to continue to serve our members. Thank you for your resilience and dedication.

Chapter Board Meetings

Including today's Annual General Meeting, the Board of Directors met eight times throughout 2020:

- January 16, 2020
- February 14, 2020
- March 13, 2020
- May 4, 2020
- June 1, 2020
- September 10, 2020
- October 23, 2020
- November 25, 2020

Chapter Education Opportunities

Due to the pandemic we were only able to hold two educational events during the year:

- "Pharmacogenetics: Considerations in Benefits Plan & Disability Management" on June 25th, presented by Scott Campbell, Clinical Pharmacist and Director of Plan Analytics at Cubic Health, via Webinar and was offered free to our members.
- "Fundamentals of Pensions and Group Benefits" was presented via Webex over a four-day period on September 22nd, 24th, 29th and October 1st. The change in format from in-person to virtual allowed us the opportunity to provide the program at the 'stream' level as well as the individual 'session' level, which proved to be quite successful.

With the shift to 'virtual' events for 2020, we were able to provide our members with access to additional education events hosted by our fellow Canadian Chapters. These included:

- "Personal Resilience in the Brave New Workplace" on May 13th, a free webinar presented by Dr. Ryan Todd, hosted by the Alberta Chapter.

Chapter Communications

In 2020, we continued to focus on Chapter communications and public relations. Our Chapter continued to actively post on Twitter and LinkedIn, in addition to relying on the ISCEBS Virtual Assistant for public relations activities, as well as website support.

Chapter Membership and Sponsorship

The membership drive for 2020 resulted in our current numbers dipping from 38 members in 2019 to 36 members in 2020. The Board continues its focus on providing benefits to its membership in order to attract and retain members. Board members check Chapter completers' lists periodically to identify and reach out to potential new members. Members in the Chapter were also encouraged to participate at all educational sessions. In addition to a reduced member fee for attending, we continued to offer:

- Discount on education sessions offered by the Toronto Chapter of ISCEBS (and vice versa)
- Each member is encouraged to bring a guest to one SWO Chapter education session during the year at no additional charge.

The sponsorship program for 2020 remained successful. The Chapter was able to attract two annual sponsorships from Humania Assurance and Sun Life Financial. The board of directors has made the decision to roll-over the sponsorship into 2021, as the unusual circumstances of 2020 didn't allow us the opportunity to provide the full benefits of sponsorship that we normally would. In 2021 we intend to operate in a more 'business as usual' manner, allowing our sponsors and members to fully realize the benefits we typically provide.

Other

Due to the ongoing global pandemic, certain events and activities like ISCEBS Symposium were cancelled for safety reasons. The board was able to quickly react and shift our focus from in-person to virtual events to support ongoing efforts related to the pandemic.

Proposed Board of Directors for 2021

The list of officers and board members up for election today are:

President:	Trudy Parker, CEBS
Vice President:	Tammy Phelps, CEBS, ISCEBS Fellow
Secretary:	Gail Enever, CEBS
Treasurer:	Carrie Kurtz, CEBS
Past President:	Trudy Parker, CEBS
Board of Directors:	Michelle Oram, CEBS, ISCEBS Fellow
	George Elliott, CEBS
	Jena Crawley, GBA
	Alicia Hesch, CEBS

This year we have two board members who are not returning: Kim Francis and Barbara Varriano. However, we will have one new board member in 2021: Alicia Hesch.

I would like to thank everyone again; I am very appreciative of the SWO Chapter Board members' efforts over this past year. Thank you for your dedication and support and I am looking forward to being part of a strong and successful SWO Chapter Board in 2021.

Respectfully submitted,
 Trudy Parker, CEBS
 President, Southwestern Ontario Chapter of ISCEBS