

# 2016 Annual Report



1	Executive Summary .....	3
2	Membership.....	4
3	Programs .....	5
4	Education.....	6
5	Professional Development .....	7
6	Operations .....	9
8	Marketing.....	10
9	Outreach .....	11
10	pm-volunteers.org™ .....	12
11	Finance .....	13
12	2016 AGM Agenda .....	16
13	2015 AGM Agenda & Minutes .....	18

## 1 Executive Summary

2016 was a significant year for the Chapter as we experienced many successes.

For the first time ever, the Chapter held a two-day annual conference in downtown Vancouver. This allowed us to showcase the project management profession to the Lower Mainland and attract many new Chapter members. We were able to attract nearly 300 attendees from 180 different companies.

As a result of this and many efforts of the membership team, our membership has grown by nearly 8% in 2016. This is unparalleled growth for a large chapter such as ours. We are now looking at 2300 members and are one of the largest chapters in Canada.

The CWCC chapter has supported the pm-volunteer.org for many years and this entity is now branched off as it's own not-for-profit organization. The chapter will continue to support it as it serves an important need of providing pro-bono project management services.

The Financials demonstrate the chapter is in healthy condition and continues to spend on members where appropriate. This year our conference was an investment and we expect this to become a large flagship event for the chapter.

In addition, we focused on attracting and engagement the student and new graduate workforces in 2016. More specifically, our two-day conference had student pricing and a recruitment café enticing student attendees. In addition, our Project Management Apprenticeship Program (PMAP) continued to flourish this year with over a dozen students learning from mentors and giving back to the chapter as volunteers.

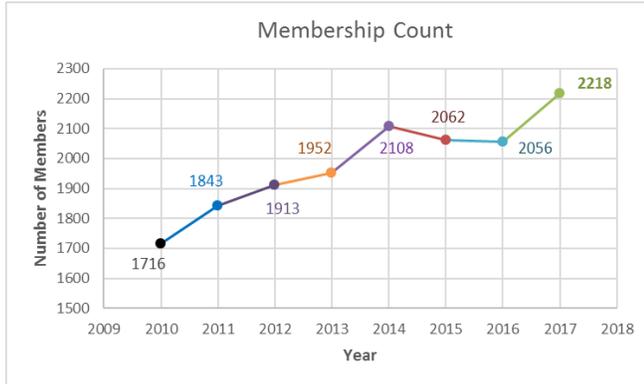
I am proud to say that chapter has accomplished an incredible amount in 2016. It would not be without the work of the volunteers, board members, and our membership. We thank you for your continued support and look forward to another successful year in 2017.



**Qudsia Ahmed**  
*President*

## 2 Membership

Membership saw a strong +7.8% growth this year. PMI CWCC finished the year with 2,218\* members—the highest total number of memberships in the Chapter’s history.



### 2016 Accomplishments

- Improved New Members Orientation venue (Hive in Gastown)
- Continued with Meetup events with strong turnouts (90 attendees at one event!)
- Continued with the JobSeekers program
- Kicked off a small group in the interior to establish services in Kelowna
- Engaged with university campuses through on-campus talks and chapter membership subsidies (backed by PMI GOC)
- Presented at the PMI LIM regarding successful engagement with universities

### 2017 Plan

- Continue with current offering with minor changes based on learnings & feedback:
  - Reduce the number, but improve the quality of the New Members Orientations
  - 4 meet-up events per year
- Establish a pilot event in Kelowna
- Expanded on-campus engagement, covering additional campuses & provide further subsidies
- Expand our reach by supporting other areas of the project management community through strategic partnerships (Such as the Digital Project Management Meetups)
- Presented at the PMI LIM regarding successful engagement with universities



**Qaid Jivan**  
Vice-President

\* Historic numbers may have changed slightly due to changes in PMI Global’s internal record keeping. Variance is minor (~1.5%).

### 3 Programs

In 2016, the Programs Portfolio continued to deliver monthly dinner events with wonderful and innovative speakers. Here are a few of the highlights of 2016 dinner events.



Last year in January, we had Alan Mallory who did a presentation about climbing Mount Everest with his family titled Project Everest: Essential Steps for Successful Projects.

In June, we returned to Hart House for our summer event under a big white tent facing Deer Lake park with our former NASA Astronaut, Dorothy Metcalf Lindenburger for a presentation titled, An Astronaut's Perspective: Training for a Successful Mission and in October we also had an excellent presentation by Roy Johnson from The Neutral Zone called Tongue Fu:

Effective Conflict Resolution in Project Management.

In 2017, we recently had our PMI Strategic Advisor, NASA's former Chief Knowledge Officer, Ed Hoffman deliver a wonderful keynote presentation about a Journey Toward Project Excellence and how to engage your workforce. We also plan to celebrate our BC Hydro PMO of the Year 2016 Winners at another big event at the Four Seasons Ballroom on April 19<sup>th</sup>.

On May 18, 2017 - We will have an Industry Event at Electronic Arts with a presentation about gaming and project management and visit to EA's offices.

This summer we will also organize a SPECIAL dinner event at the Chaberton Winery in Langley and a BBQ at Hart House in Burnaby during our summer months programming.



**Rosmary Conte**  
*Vice-President*

## 4 Education

### 2016 Accomplishments

- Held four 6-day PMP preparation courses and trained 72 candidates
- Held two 2-day PMI-ACP preparation courses

### 2017 Strategic Plan

The Education Team plans to offer the following in 2017:

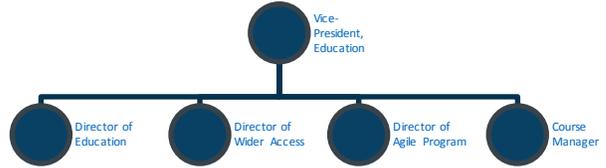
- 4 PMP preparation courses
- 1 PMI-ACP preparation course
- 3 Wider Access workshops to serve under-protected areas in British Columbia

### Goals for the Upcoming Year

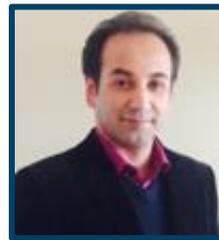
- Revise and renew the course content and material
- Work with other training programs to offer more PMI credential preparation courses
- Enhance the productivity of the Chapter's advertisements
- Expand the Chapter's wings to cover more areas in British Columbia
- Offer in-house training

### Special Thanks to Volunteers

Special thanks to all the Education Volunteers, whom made the Education portfolio possible:



- Gina You Jin Lee, Director of Education
- Lilly Vakili, Director of Wider Access
- Michelle Smith, Director of Agile Program
- Farzaneh Rahimi, Course Manager
- Negar Almassian, Course Manager
- Azadeh Rafiee, Course Manager



**Mehran Jamshidi**  
*Vice-President*

## 5 Professional Development



### Annual Conference

After taking a break in 2015, the West Coast Chapter hosted the 2016 Conference & Industry Showcase on May 31 and June 1, 2016 at the Four Seasons Hotel in Vancouver, British Columbia. Nearly 300 attendees representing over 180 companies and organizations from across British Columbia attended the event.

Through **Collaborate. Contribute. Connect.** and focus on the Evolution of West Coast Project Management, the two primary goals of the 2016 Conference are to help our members build their project management careers and to provide a community for the project management industry in BC.

The conference was kicked off by Certified Speaking Professional, Jeff Tobe whom challenged the audience to step outside their comfort zones to position themselves creatively in order to gain a competitive edge. Then the Industry Roundtable: C-Suite Panel, joined by four C-level executives from local organizations had an engaged panel discussion on project management topics and West Coast industry trends. The closing keynote was delivered by award-winning medical doctor, researcher, and lecturer on human motivation, Dr. Shimi Kang whom offered

her expertise on the key skills needed to compete and thrive in our modern world.

Complementing the keynote sessions were 23 concurrent sessions with 30 speakers. The conference program was focused around the newly implemented PMI Talent Triangle structured into three tracks: Technical, Leadership, and Strategic & Business Management. The variety of sessions allowed attendees to individualize their learning program with discussions on current program management trends and tools, successful projects, and insights from peers and industry experts throughout North America. Also included in the program was a special track to engage students, which included the opportunities to be mentored one-on-one with seasoned project management professionals and expand their networks with exclusive one-on-one time with recruitment representatives and experts. The Industry Showcase allowed sponsors and partners of PMI CWCC the opportunity to engage with the audience throughout the entire two days.

The feedback received has been overwhelming and we are pleased to have been able to raise the professional bar on the event. Some feedback highlights included:

- **89.3%** of survey responders rated the **overall quality** of the 2016 Conference as “*Excellent*” or “*Above Average*” (top two boxes in a five-point scale)
- **71.4%** of survey responders rated the **value** of the 2016 Conference as “*Excellent*” or “*Above Average*”

- Received an average score of **4.36 of 5.00 on Speaker Evaluation**
- Received an average score of **4.28 of 5.00 on Program Evaluation**

### Acknowledgements

As always, our sponsors played a critical role in ensuring we can deliver a world-class event and we thank you all the sponsors for their support.

As with the rest of the Chapter, our portfolio cannot achieve all of the above without the hard work and many voluntary hours from all the Board members and chapter volunteers, and our amazing Conference Team: Candy Leong, Marilyn Andersen, Nikita Solovyev, Qaid Jivan, Ron McGowan, Teresa Marshall, and last but not least, Anh Nguyen, Andrea Zurawicz, and Kimberly Mercader and the rest of the Spark Event Management Team.



**Peggy Ah Yong**  
*Vice-President*

### 2016 Sponsors

#### Platinum Sponsor



VANCOUVER

#### Silver Sponsors



#### Bronze Sponsor



#### Showcase Sponsors



## 6 Operations

### **Portfolio Mission:**

*Enable PMI CWCC Board, Portfolios and Volunteers with reliable and efficient technology systems, provide active support to Chapter volunteers, and help the Events and Programs Team with Registration activities for monthly events.*

The Operations Team manages Technology Services, Chapter Management Solution from Proteon and delivers Technology Support to the CWCC Portfolio Teams.

### **Major activities of Operations Portfolio**



### **2016 Accomplishments**

- Manage and maintain the existing solutions and enhance the features of Chapter Management Solution – upgraded AcyMailing for improved delivery, statistics, and Events Module
- Collaborated with Marketing and redesign the eblast template with mobile-first strategy. Delivery of quality IT services to all Portfolios and on-time, resolution of issues reported and new requests

- Launch newsletter on time every week throughout the year, including special eblasts through good coordination with the Marketing team.
- Discontinued basecamp.com service to reduce costs to the Chapter

### **2017 Plan**

- Explore optimized solution for Board Collaboration with enhanced user experience
- Explore the feasibility to Voice/Screen sharing solution
- Chapter Data Archival system
- Explore FTP service or file system integration with SSO access for Board Documents on chapter website
- Continue to strengthen Portfolio volunteer team

### **Thank-You to the Team**

Special thanks to all volunteers for their support in maintaining regular Chapter activities without any disruption. As the Vice-President of Operations for 2016, I had the great pleasure to work with the following volunteers in the Operations portfolio:

- John Rauser, Director Technology
- Joshua Chang Park
- Jiawei Lui (Wavel)
- Camilo Reyes
- Kielse Nodari
- Dave Clement



**Ram Kodali**  
Vice-President

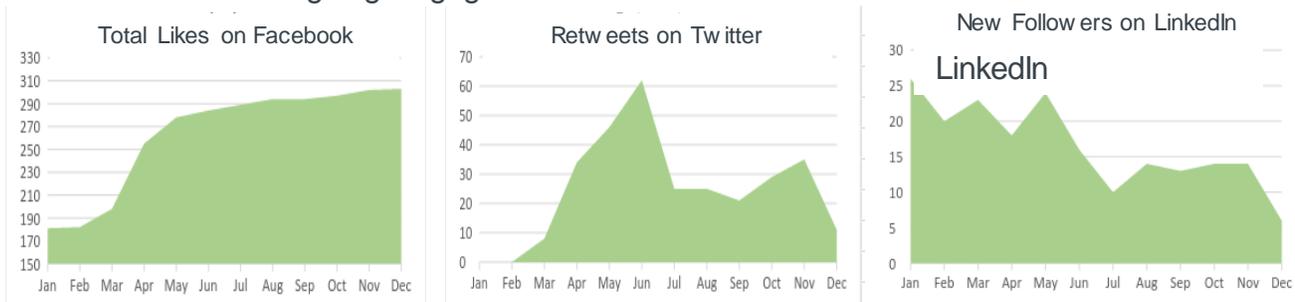
## 8 Marketing

### E-Blast 2016 Accomplishments lead by Cindy Laschuk, Director

- Responsive layout changes to make eblast more mobile friendly
- Inspire with Creativity in graphics and text placement in the eblast
- Google AdWords Campaign increased registrants from 17 to 26 between last couple of courses

### Social Media 2016 Accomplishments lead by Nico Primak, Director

- Increased the social engagement for CWCC on Facebook, Twitter, and LinkedIn
- Continuous ongoing engagement with members and followers



### Website SEO Optimization Project 2016 Accomplishments lead by Rafael Praxedes

- SEO optimization recommendations 98% implemented
- Used Keyword Density Analyzer to make recommendations to the website content changes

### 2017 Strategic Plan

The Marketing Team will become more results-oriented by creating functional organizational structure to be more aligned with its outputs to help the chapter with its strategic growth plans.

### Goals for the Upcoming Year

- Establish clear communication plans and content strategy
- Prepare industry focused marketing collaterals
- Increase social media presence and engagements
- Continuously measure members/prospects interactions and volunteer satisfaction

A huge thank you to Nico Primak, Cindy Laschuk, Candy Leong, Dan Rice, Cherishma Sadasivuni, Giada Bruschini, Rafael Praxedes, Charles Chen, Rodrigo Moura



**Nalini Vadivelan**  
*Vice-President*

## 9 Outreach

The Outreach portfolio is responsible for the planning, executing, and monitoring of several programs that connect members to local organizations providing project, program or portfolio management related services.

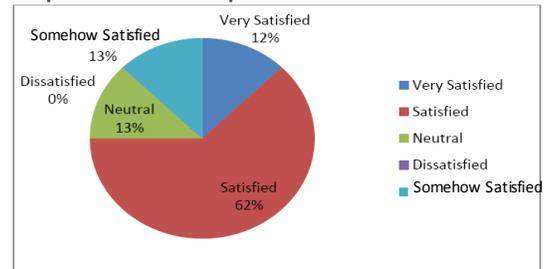
The Outreach portfolio proactively builds partnerships with sponsors and advertisers, non-profit professional associations, and industries interested in project, program and portfolio management professionals, courses, and events or who offer PPM services.

### 2016 Accomplishments

- Recruited 3 new directors to support the portfolio: Director of Industry; Construction & Engineering; and Sponsorship & Advertising
- Partnered with Diversified Communications Canada and participated in ProjectWorld Vancouver
- Established strategic relationships with new companies and organizations
- Continued the CWCC-Workopolis Job Board partnership to generate exclusive jobs opportunities for our CWCC members
- Secured new sponsors for eBlast advertising
- Collaborated with the Professional Development Team to secure sponsorships for the upcoming Conference & Career Fair in 2017
- Continued to build on our long-standing partnership with the Wideman Education Foundation.

### 2017 Plan

- Generate awareness and sponsorships for the two-day Conference & Career Fair. The objective is to provide value for our Exhibitors/Sponsors with a satisfaction levels of 83% as depicted in the pie chart below:



- Continue to build key strategic relationships with ‘for profit’, as well as “non-profit” professional associations and organizations
- Create an Outreach Sponsorship & Affinity package for 2016 with a spectrum that targets potential partnering organizations and sponsors
- Continue recruitment of Business Outreach staff
- Deepen existing relationships with our current and past sponsors and advertisers while identifying new partnership opportunities
- Retain between three and five annual sponsors for 2016



**Fadi Attal**  
Vice-President

---

***Helping non-profit organizations achieve success through project management.***

---

pm-volunteers.org™ (PMV) has helped over 150 non-profit organizations and charities in BC since 2009! Together we have created something that is truly unique.

We work with non-profit organizations to define specific project requirements, then reach out to our network of qualified project manager volunteers to find great candidates. The non-profits interview candidates, make final selections and arrange terms of engagement. PMV provides ongoing support all the way thru the process until the Completion Report is filed. Our vision is that eventually thousands of non-profits will successfully complete projects that are on time, within scope and within budget while minimizing risk.

We also provide educational Workshops, not to teach non-profit leaders to be project managers, but to teach them about the tools, approaches and language of project management, and how well-defined strategic project management can benefit their organizations by focusing on optimizing scarce resources, improving productivity and reaching organizational goals.

The opportunities provided to project managers are myriad:

- Providing opportunities to advance project management skills and build resumes
- Exploring different career options

- Creating opportunities for project managers who are new to British Columbia to meet local community organizations
- Advancing the reputation of professional project management in the broader community
- Enabling project managers to “give back” using their professional skills
- Encouraging nonprofits to hire professional project managers
- Encouraging volunteers to join their local PMI chapter

The success of PMV has encouraged us to take the next logical step in our growth – to incorporate under the new BC Societies Act which came into force at the end of 2016. This status will enable us to take advantage of government and corporate programs not available to a member-based organization like CWCC. Informal and formal discussions over the course of 2016 have culminated in a MOU between CWCC and PMV that ensures a framework is in place for collaboration and a long-term mutually beneficial relationship for many years to come.



**Sean Hawkins**

*Vice-President and  
Executive Director,  
pm-volunteers.org™*

## 11 Finance

The Finance Portfolio is responsible for overall management of the revenue and expenses and investments of the Chapter.



**Mark Freeman**  
Vice-President

**Canadian West Coast Chapter PMI**  
Income Statement  
For the year ended, Dec 31, 2016

Portfolio	Actual FY 2016		
	Income	Expense	Net Income
Membership	85,629	(4,250)	81,379
Education	97,246	(67,915)	29,331
Outreach	5,412	(466)	4,946
Mentorship	2,050	(78)	1,972
Branch	-	-	-
Marketing	-	(2,072)	(2,072)
PM Volunteers	12,688	(18,380)	(5,692)
Operations (1)	-	(13,608)	(13,608)
Board	-	(18,637)	(18,637)
Finance	38	(31,602)	(31,564)
Professional Development (2)	142,488	(178,343)	(35,855)
Programs	40,026	(86,494)	(46,468)
<b>Net Income</b>	<b>385,577</b>	<b>(421,845)</b>	<b>(36,268)</b>

(1) Does not reflect in-kind sponsorship

(2) Includes accrued revenue

**Canadian West Coast Chapter PMI**

Balance Sheet

For the period ended, Dec 31, 2016

*ASSETS*

*Current Assets*

Total Chequing/Savings	312,073	
Total Other Current Assets	15,975	
<i>Total Current Assets</i>		328,048

<b>TOTAL ASSETS</b>	<b>328,048</b>
---------------------	----------------

*LIABILITIES & EQUITY*

*Current Liabilities*

Total Accounts Payable	279	
Total Other Current Liabilities	9,889	
<i>Total Current Liabilities</i>		10,168

<i>Total Equity</i>	317,880
---------------------	---------

<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>328,048</b>
---------------------------------------	----------------

Canadian West Coast Chapter PMI

**BUDGET** - Income Statement

For the year ended, Dec 31, 2017

Portfolio	Budget FY 2017		
	Income	Expense	Net Income
Membership	94,192	(8,500)	85,692
Education	90,000	(71,154)	18,846
Outreach	22,050	(5,400)	16,650
Mentorship	3,300	(756)	2,544
Branch	-	(1,800)	(1,800)
Marketing	-	(9,210)	(9,210)
PM Volunteers	-	(19,000)	(19,000)
Operations	-	(12,275)	(12,275)
Board	-	(30,200)	(30,200)
Finance	-	(16,900)	(16,900)
Professional Development	142,488	(178,343)	(35,855)
Programs	35,000	(100,000)	(65,000)
<b>Net Income</b>	<b>387,030</b>	<b>(453,538)</b>	<b>(66,508)</b>

## 12 2016 AGM Agenda

**Date:** Wednesday, February 22, 2017

**Time:** 7:30pm to 8:30pm

**Location:** Fairmont Hotel Vancouver  
900 West Georgia Street, Vancouver, B.C.

### Agenda

1. Confirmation of Quorum & Acceptance of Agenda for 2016 AGM:
  - a. CWCC PMI members present at time of Call to Order = [redacted] total attendance
  - b. Quorum **Confirmed**

**Motion:** the membership approves the Agenda for tonight's AGM.

Move: **NAME 1:**  
Second: **NAME 2:**  
Resolution: Motion **Carried**

2. Acceptance of the 2015 AGM Minutes

**Motion:** the membership approves the minutes of the 2014 Annual General Meeting

Move: **NAME 1:**  
Second: **NAME 2:**  
Resolution: Motion **Carried**

3. Highlights from the 2016 Annual Report including Budget Performance were presented

4. The Budget for 2017 was presented.

5. Nomination and Election of Chapter Officers for 2016. Nominees were presented and identified themselves. There is only one new addition to the board for the VP Operations role.

**Motion:** the membership approves the nominated candidate for the Board of Directors:

<b>VP Operations</b>	Elect <b>John Rauser</b> until Feb 2019
<b>VP Outreach</b>	Re-elect <b>Fadi Attal</b> until Feb 2019
<b>VP Membership</b>	Re-elect <b>Qaid Jivan</b> until Feb 2019
<b>VP Marketing</b>	Re-elect <b>Nalini Vadivelan</b> until Feb 2019
<b>VP PM-Volunteers</b>	Re-elect <b>Shawn Hawkins</b> until Feb 2019

Move: **NAME 1:**  
Second: **NAME 2:**  
Resolution: Motion **Carried**

6. Recognition of retiring office-holders
- Ram Kodali Vice-President, Operations

7. **Motion** to ADJOURN Meeting

Move: **NAME 1:**  
Second: **NAME 2:**  
Resolution: Motion **Carried**

**Meeting:** ADJOURNED at X:XX pm

## 13 2015 AGM Agenda & Minutes

**Date:** February 17, 2016

**Location:** Four Seasons Hotel Vancouver, 791 W Georgia Street, Vancouver, BC

**Chairperson:** Ron Manson, President

**Minute Taker:** Fadi Attal, VP, Outreach

**Meeting:** CALLED TO ORDER at **7:04pm**

8. Confirmation of Quorum & Acceptance of Agenda for 2015 AGM:
  - a. CWCC PMI members present at time of Call to Order = **59** total attendance
  - b. Quorum Confirmed

**Motion:** the membership approves the Agenda for tonight's AGM.

Move: Shawn Hawkins

Second: Ian Palmer

Resolution: Motion **Carried**

9. Acceptance of the minutes of the 2014 AGM.

**Motion:** the membership approves the minutes of the 2014 Annual General Meeting

Move: Peggy Ah Yong

Second: Joan Vincent

Resolution: Motion **Carried**

10. Highlights from the 2015 Annual Report Presented, including Budget Performance and Balance Sheet as of 31 Dec 2015.

11. The Operating Budget for 2016 was presented.

12. Nomination and Election of Chapter Officers for 2016.

All nominees were present and identified themselves. Joan Vincent suggested they indicate why they want to join the Board, and several nominees spoke on that subject. Discussion arose but no additional motions.

**Motion:** the membership approves the nominated slate of candidates for the Board of Directors:

President	Elect <b>Qudsia Ahmed</b> until 2017 AGM
VP Finance	Re-elect <b>Mark Freeman</b> until 2017 AGM
VP Education	Elect <b>Mehran Jamshidi</b> until 2017 AGM
VP Professional Development	Re-elect <b>Peggy Ah Yong</b> until 2017 AGM
VP Programs	Elect <b>Rosmary Conte</b> until 2017 AGM
VP Operations	<b>Ram Kodali</b> already elected until 2016 AGM
VP Outreach	Elect <b>Fadi Attal</b> until 2016 AGM
VP Membership	NO CANDIDATE
VP Marketing	Elect <b>Nalini Vadivelan</b> until 2016 AGM
VP PM-Volunteers	<b>Shawn Hawkins</b> already elected until 2016 AGM

Move: Chelsea Balbosa  
 Second: Nico Primak  
 Resolution: Motion **Carried**

13. Recognition of retiring Board Members

- Carrie Ng VP, Marketing
- Rodolfo Yoshii VP, Programs
- Rich Brodowski Past President
- Eamonn O’Laocha VP, Education

14. Other Business: Peggy Ah Yong promoted the 2016 Annual Conference, with subsequent discussion. No motions arose.

15. **Motion** to ADJOURN Meeting

Move: **Rob Gardner**  
 Second: **Shawn Hawkins**  
 Resolution: Motion **Carried**

**Meeting:** ADJOURNED at **8:06 pm**