The Friendship Force of Ottawa

Annual General Meeting: Nov 24, 2014 – DRAFT
Location: Tom Brown Arena Community Centre, Ottawa
Social 7:00, Meeting 7:30 P.M.

Present: Guests – 6, Members - 86
Chair: Donna Nicholson

Call to Order: 7:32 P. M.  Adjourned: 9:45 P.M.

1) Agenda
   Donna Nicholson
   Moved by Raymond Côté that the agenda be adopted. Seconded by Anna Rochon. Carried

2) Approval of Minutes: Annual General Meeting, November 12, 2013
   Janet Wilkinson
   Moved by Richard Hatherill; seconded by Merv Sullivan, that the minutes be approved. Carried.

3) Welcome and Introduction of Guests
   Donna Nicholson
   a) Guests were introduced:
      o Lucyna and Steve Neville
      o Heather Harrison
      o Rosemarie Kosh
      o Janice Beddard
      o Georgette Bush
   b) Announcements: card for George Neilson, At the Tables, membership renewal reminder.

4) VP Membership Report
   Jean Farrell
   a) New Members were introduced and their mentors announced:
      o Adrienne Paknadel-Powell
      o Eugenie Prevost
      o Wendy and Steve Adams
   b) Jean presented the annual Membership Report. Please see APPENDIX A. Highlights included:
      o Membership Committee composed of Pierrette Benoit, Gail Nevraumont, Susan Aitken, John Cooke and I met twice this year.
      o Several Information Sessions were held for prospective members with very positive response.
      o All 23 new members have been matched with mentors (new program).
      o The Membership Manual was revised this year and is posted on the FFO website. It provides details on hosting duties, suggestions for gifts to take and items to pack, etc.
      o Most new members heard of us through word-of-mouth contacts. Keep up the good work, members!
      o Jean and Mary Cajka hosted a Dessert and Coffee event for new members to meet each other and the Board. Many thanks Mary and Jean, for a fun evening.
      o Big thank-you goes to Anna Rochon and the presenters for organizing Library presentations and Friendly Wanderers presentations at the Citizen Building.
      o New business cards were made up this year and they are available for all.
   c) Jean presented the results of the FFO Survey (on behalf of John Cooke, who was away). Please see APPENDIX B. Highlights included:
      o We received 92 of 175 possible responses. While this is a disappointing response, the results are representative.
      o The objective of the survey was to capture a current ‘snap-shot’ of members and participation.
      o Participation in outbound exchanges is declining although intent to participate remains high.
5) **President’s Report APPENDIX C**

Donna presented her 2014 Annual General Meeting President’s Report. Donna has included many important updates for you. It’s a must read! Highlights included:

a) FFI Conference. Auckland, NZ. This paragraph is directly taken from Donna’s AGM Report.
   - You can be proud to be a member of one of the largest clubs in the world and one that is achieving recognition for its innovation and creative approach. We were one of the first clubs to host a themed exchange when we developed our Winter Exchange. We have presented our first Wayne Smith medal to our founding members, David and Kathy Williams – there have been fewer than 60 medals presented worldwide to date. We are constantly looking for new and better ways of doing things and our good reputation at FFI has garnered us some very exciting exchange locations over the past few years...

b) Donna presented the **FFO RESPONSE TO FFI** in answer to the 3 questions posed by FFI as part of their strategic planning. Please see **APPENDIX D, a separate document posted**. Many thanks to all those who gave us such thoughtful responses. Appendix D, our FFO response, does reflect your concerns and provided suggestions and qualifications to FFI.

6) **Treasurer’s Report. APPENDIX E**

Ulysse identified that we are projecting a deficit, which means that we will need to withdraw funds from the Reserve Fund, and that considerations should be given to bring us closer to a balanced situation (e.g. raise the membership fees.)

b) A change was made this year to combine the 7 exchange accounts to 1 to avoid significant bank fees charged on each account. This contributed savings.

c) The accounting practice for Christmas Party expenses was identified by Ulysse as problematic for the planning committee and he made the following motion:

   “Inasmuch as the planning and commitment to make expenditures on behalf of the club for the Annual Christmas Party occur before the approval of the Annual Fiscal Year Budget at the Annual General Meeting, I, as Treasurer, move that a special budget line item “Christmas Party Expenditure Commitment” be established in the annual budget going forward and be funded in the amount of $500 or such other amount as may be deemed appropriate.”

   - The motion was seconded by John Duvernet.
   - Discussion included a question as to validity of funding the Christmas Party budget shortfall from FFO operating funds.
   - Carried.

7) **Social Report.**

Mary Cajka

a) Mary thanked all the many people who have contributed to our active social committees.

b) A final reminder of the Christmas Party, under the competent direction of Ian Wilson and Mary Kealey and their team.

8) **Publicity Report. APPENDIX F**

Bob Brett

a) Please see Bob’s report, Appendix F. Many thanks, Bob for all your contributions.

9) **VP Exchanges Report APPENDIX G**

Kathy Hatherill

a) Kathy gave recognition and thanks to all around for making our exchanges so much fun and so successful this year. Please see the attached Exchanges Report. Here are a few updates:

   - We are combining the Vietnam and Brazil inbound exchanges to ensure a viable exchange.
o All members were encouraged to sign up at the tables for hosting of inbound exchanges and available outbounds.

o Gail Nevraumont will give a presentation on the German Inbound exchange during our January meeting.

o Tim Traynor and Richard Hatherill entertained us with a short presentation on the fun had during the Brazil and Argentina outbound exchanges.

o Andrew Sterling provided some information on Peru to encourage participation in the Peru 2015 outbound. He and Eileen have travelled there in a previous exchange and he gave some suggestions on sights and experiences.

10) Election of Officers

Pierrette Benoit

a) The slate of officers had been identified and circulated prior to the AGM according to established procedures.

b) Under our Club By-laws, the Past President selects a nomination committee which develops a slate of Board members for the upcoming year. This year’s nomination committee consisted of Claire Fortin, Richard Hatherill, Maria Schouten and Past President Pierrette Benoit.

c) It was moved by Pierrette Benoit and seconded by Richard Hatherill that the following members be elected as identified to the 2015 Board of Directors. 7 members are nominated for year 2 and 4 members are nominated for year 1.

Officers

President: Donna Nicholson (2nd year)
VP Exchanges: Kathy Hatherill (2nd year)
VP Membership: Jean Farrell (2nd year)
Secretary: Janet Wilkinson (2nd year)
Treasurer: Leonard Bonnet (1st year)

Directors

Director Member Engagement: John Cooke (2nd year)
Director Media Equipment: Brian Ingham (2nd year)
Director Social Activities: Joanne Lahey (1st year)
Director Publicity: Bill Collins (1st year)
Director Archives and Assets: Alain Dawson (1st year)

d) Pierrette also announced that Jane Rau has accepted the role of Editor Capital Connections (FFO newsletter) and that Conrad Grégoire will continue as our FFO Webmaster.

e) Motion carried.

11) Adjournment: Moved by Margie Bott, seconded by Rosemae Blackwood, that the meeting be adjourned. CARRIED. The meeting adjourned at 9:45 PM.

NEXT GENERAL MEETING is: Monday January 19, 2015. TOM BROWN ARENA; 7:00 SOCIAL, 7:30 – 9:30

Submitted by: Janet Wilkinson, Secretary.
APPENDIX A   ANNUAL MEMBERSHIP REPORT

MEMBERSHIP AS OF THIS DATE 182   MEMBERSHIP AGM 2013  170

As you can see, we were able to attract many new members in 2014 and are, no doubt, in an enviable position with other Clubs.

The Membership Committee composed of Pierrette Benoit, Gail Nevramont, Susan Aitken, John Cooke and myself met twice this year. We discussed the Taupo model used in New Zealand for attracting new members, but decided our Club was already quite successful in attracting new members and as a result very healthy so it was not necessary to take on a big initiative to attract new members at this time.

A survey of F.F.O members was done and after discussing and analyzing the results, a short power point presentation was made which will be presented to you later in the meeting. A special thank you to John Cooke for tabulating all the results and preparing the presentation.

I held several information sessions this year and the response was very positive. They were encouraged to sign up to help with incoming exchanges soon as a means of meeting people and getting to experience the planning and work that goes into an exchange. Consequently, most new members have already worked on a Committee, day and night hosted.

All 23 new members have been matched up with a mentor who will provide support for one year. I wish to thank all F.F.O. members who volunteered to be mentors as this made my job very easy.

Each new member received a name badge which was presented to them as they were introduced at a meeting. Their name badge had a happy face on it so they would be easily recognized by other members. All have pictures and bios which are in the updated membership booklet. The membership manual was revised this year mainly by our president, Donna Nicholson and Cap Con Editor, Joanne Lee. It provides detailed information on duties of day and night hosts, things to pack when travelling, ideas for gifts to bring plus lots of other tips. You can read this on our website.

Most new members came to us through contact with our existing members so it is crucial that we all speak highly of F.F. to friends and acquaintances.

A Reception in the form of a dessert and coffee party was held in September for new members to meet with others and meet the Board of Directors. Mary Cajka kindly offered to have it at her home. There were 23 present which included 10 new members. It was a lively evening with constant chatter and enthusiasm to get involved in the Club. A big thank-you to Mary for helping to organize and host this very successful evening.

The Friendly Wanderers Sessions at the Ottawa Citizen building continued to be organized by Anna Rochon. Thank-you to the presenters for very interesting presentations.

Partnership with the Ottawa Public Library continued and again – thank you for all who agreed to talk about their travels and put in a word for F.F.
New business cards were made up this year and they are available at the tables. Please take a few to hand out to potential new members. It has our website address on and several new members have found it very helpful. A huge thank you goes out to Conrad Gregoire for an amazing job in keeping the website updated and informative.

Contacts I had with people interested in the Club during the year were invited to the next General Meeting and/or the potluck supper in January. The response to this was very good with several guests each time.

Various initiatives were undertaken for member retention including trying to make our General Meetings more interesting by having guest speakers. The latest one was from Ottawa City Luggage who brought in some neat ideas for making our travels easier including luggage, purses, wallets, etc. Other means for retention included the mentorship program, encouraging involvement in inbound and outbound exchanges, participation in other clubs within F.F. and keeping informed of our activities by going to the website.

Annual fees remain at $35.00 and are due by December 1. After December 1, the fee will be $40.00. You may renew your membership by handing in your cheque tonight at one of the tables or mail it to the Treasurer.

There are so many people who helped make my job of Vice President Membership easier. I am so grateful to all of you – too numerous to mention by name. I look forward to another successful year with your help.

Submitted by Jean Farrell

Vice President Membership
APPENDIX B  RESULTS OF THE FFO SURVEY
Presented by John Cooke, Director of Member Engagement.

Result (Highlights):
- Age is not a major issue at present
- Intent to participate in outbound and inbound exchanges remains high
- Actual participation in outbound exchanges slowing declining

Results (Highlights):
- Actual participation as "hosts" in inbound exchanges remains satisfactory (participation on inbound committees is low)
- Definite correlation between years a member and participation rate as hosts/EDs and on committees
- Membership retention is good
- Participation in all social activities is high

Results (Highlights):
- Launching new social activities encouraged
- 54 members volunteered to become a mentor to new recruits (Jean is happy)
- Languages spoken is varied
- Only 53% of members completed the survey

Recommendations:
- FFO members are to be reminded that participation on 2 inbound exchanges a year is recommended to ensure workload is spread out evenly (eg. 5 FFO members to look after 1 ambassador - do the math)
- FFO will need to continue to attract younger FFO members to feed aging member profile (current pace is satisfactory, but we all get older every year - damned!) 

Conclusions:
- FFO operates in a businesslike manner and does not suffer from lack of growth (currently at 181 members - up from the beginning of the year)
- FFO age distribution is evenly spread and therefore does not suffer significantly from "ageism attrition"

Conclusions:
- FFO is in a good position to adapt to new ways of doing things (FII upcoming strategies) and will be able to do so at a methodical pace due our healthy and vibrant nature
- FFO needs to be open to change (eg. FII figures show hosting capacity is shrinking in high-demand destinations and many exchanges are under subscribed or cancelled) and must be willing to embrace change to ensure its legacy for future generations.

Final Statement:
By continuing what we do so well and adapting to our changing environment, we will retain our continued success and reputation as one of the best clubs in the world!
## Appendices

### FFO - # of Outbound Exchanges Participated On in Last 3 Years (92 Surveys)
- 25% of FFO members have participated in 1 or less outbound exchanges in the last 3 years.
- 25% of FFO members have participated in 2 exchanges in the last 3 years.
- 25% of FFO members have participated in 3 exchanges in the last 3 years.
- 25% of FFO members have participated in 4 or more exchanges in the last 3 years.

### FFO # of Times Participated ON an Organizing Committee (Outbound) in Last 3 Years (92 Surveys)
- 60% of FFO members have participated on an organizing committee at least once in the last 3 years.
- 20% of FFO members have participated on an organizing committee 3 or more times in the last 3 years.

### FFO - # of Times Participated as a Night Host In Last 3 Years (92 Surveys)
- 25% of FFO members have participated as a night host in the last 3 years.
- 50% of FFO members have participated as a night host 2 or more times in the last 3 years.
- 25% of FFO members have participated as a night host 1 time in the last 3 years.

### FFO - # of Times Participated as a Day Host In Last 3 Years (92 Surveys)
- 25% of FFO members have participated as a day host in the last 3 years.
- 50% of FFO members have participated as a day host 2 or more times in the last 3 years.
- 25% of FFO members have participated as a day host 1 time in the last 3 years.

### FFO - # of Times Participated as a Dinner Host In Last 3 Years (92 Surveys)
- 25% of FFO members have participated as a dinner host in the last 3 years.
- 50% of FFO members have participated as a dinner host 2 or more times in the last 3 years.
- 25% of FFO members have participated as a dinner host 1 time in the last 3 years.

### Intention to Participate in an Outbound or Inbound Exchange

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<tr>
<th>Outbound in the Next 3 Years</th>
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<tr>
<td>Yes = 95%</td>
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<td>No  = 05%</td>
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### Languages Spoken in FFO
- English
- French
- Spanish
- German
- Dutch
- Sign Language

### Social Activities Participated in the Last 3 Years
- Christmas Party = 61%
- Dinner Club = 46%
- Friendship Day = 41%
- Winter = 40%
- Friendly Wanderers = 37%
- All Appreciation = 29%
- Golf Day = 28%
- Bridge = 22%
- None = 9%

### Willingness to Become a Mentor
- Yes = 59%
- No  = 41%
The year 2014 has been an exciting one with many achievements of which to be proud. There have been some firsts – you heard about one from Jean in her report on our first FFI Club member survey. You will hear about others when more of our board members present their annual reports a bit later, but before that, I’d like to showcase just a few things they may not mention. You can be proud to be a member of one of the largest clubs in the world and one that is achieving recognition for its innovation and creative approach. We were one of the first clubs to host a themed exchange when we developed our Winter Exchange. We have presented our first Wayne Smith medal to our founding members, David and Kathy Williams – there have been fewer than 60 medals presented worldwide to date. We are constantly looking for new and better ways of doing things and our good reputation at FFI has garnered us some very exciting exchange locations over the past few years. It has been a very busy year with lots of activity on the local and international level. We surveyed our membership for the first time, to get a better idea of who we are and how we’re doing. We participated in the first FFI Global Membership Survey. We received numerous communiques from FFI involving us in the development of the future strategic plan for our organization. Our new FFI CEO is committed to hearing each member’s opinion on how to move our organization into a stronger, more vital position in the coming years.

Your FFO Board continues to be guided by the work initiated in our Vitalization Project, focusing on five (5) key areas:

1. Interviewing all new members to inform them of club requirements and expectations for its members and to discuss their individual involvement role.

2. Encouraging every new member to participate in an inbound exchange within their first year of membership. EDs have been very successful in recruiting new members to join their Planning Committees.

3. Encouraging every new member to participate as an ambassador in an outbound exchange within two years of joining. In reviewing our list of outbound exchanges, it appears that many new members did travel or will be traveling this year or next on their first exchange.

4. Providing one low cost social activity to all club members for each inbound exchange. This type of event was offered for almost all inbound exchanges this year. This has helped to facilitate full club involvement during inbound exchanges. Board meetings are being scheduled around exchanges and exchange itineraries are being posted on our website calendar so everyone is aware of what is happening and when.

5. Assigning a senior club member to mentor each new member in order to maximize their understanding of and participation in the club for at least one year. This year we have been successful in recruiting mentors for all our new members. This was partly due to the fact that members were asked to indicate their willingness to mentor when completing our club survey. Thanks to all those who volunteered and are now providing this important support to our new members.

Success has been achieved in all 5 areas and these practices have now become part of the FFO regular activities. Our new board for 2016 will therefore be asked to identify new areas from the Vitalization Report that will be our focus for the coming year. We will also be looking at ways to celebrate our 20th Anniversary that occurs in 2015. We have many achievements of which to be proud, so we will be looking for interested volunteers willing to help plan some of these events.

We continue to have one of the most attractive and useful club websites which has proven invaluable when recruiting new members, when distributing information to all members and when providing our members as well as our prospective exchange ambassadors with a wealth of information regarding our club and Ottawa. This past year, we also began to develop a club Facebook page where photo albums of exchanges and notices can be posted. This is just getting going and will be a great resource as well as a means of connecting with other clubs around the world. I actually saw some Facebook photos of our ambassadors doing the tango in Argentina even before they returned home and had conversations with an Argentinian host about the exchange as it was taking place.

I had the privilege of attending the FFI conference in Auckland, New Zealand in October as FFO’s representative and met many FFI staff and members from clubs around the world, so was able to negotiate some of our 2016 exchange requests face to face. There was much emphasis in the workshops on themed and intergenerational exchanges, the
Next Generation Model, sharing of the results of the 2014 first FFI Global Membership Survey and unveiling the FFI Strategic Plan for 2015-2018. If you have not yet registered your email address with FFI and didn’t receive an email with highlights of the survey results and conference from CEO Joy DiBenedetto, you can find this plus photos and workshops from the conference on the FFI website by clicking the 2014 conference and survey logos on the home page. But please do contact FFI to give them your email address in order to keep up to date with what’s happening at the international level and receive direct communications from the FFI CEO. Due to our time limitations at tonight’s meeting, I will present a more comprehensive report on the conference at our January GM. Jaap & Maria Schouten and Susan Aiken also attended, so be sure to ask them about the conference.

Jean has given you the summary of findings from our FFO Club survey and I would now like to highlight a few of the key findings from the Global Survey, since I believe that not only our club survey, but also the FFI global survey and the FFI strategic plan will inform our actions as we all work together toward shaping the FF of the future.

What did people say they wanted more of?

- More destinations and cultures
- More educational programs – element of service or professional
- More flexibility in programs, length of stay
- Lighter programs for less tiring visits
- More adventure, a focus on language, kids/grandparents exchange
- Some hotel stays mixed with home stays

The workshop on The Next Generation Model clarified this focus as being a ‘state of mind’ not an age group and hopes to create new energy and momentum for a new category of exchanges by introducing new options, not changing what is already working. This is not a change of direction or mission but rather a mechanism for making FFI more attractive and accessible to people with time constraints by creating active and flexible exchanges. How will this look?

- More flexibility in length of visits – e.g. 1 or 2 days over a weekend – and independent time
- Shorter lead time for planning (less than 12 months)
- Easier ‘LITE’ hosting models such as a ‘Tandem’ exchange taking place over 2 long weekends with independent travel in between
- More active and more involved travel
- More casual Welcomes and Farewells such as pub nights
- Less structure, more online communication rather than formal meetings; more use of technology eg. ‘Meet Up’

It takes a strong team to provide leadership and direction for a large club such as ours, so I would like to recognize and thank those board members who are now leaving after completing their term of office:

1) Pierrette Benoit, Past President, Ian Wilson, Archives and Assets, Mary Cajka, Social Director, Ulysse Nevraumont, Club Treasurer, Bob Brett, Director Publicity, Tania Kamienski, Dir Special Projects.

2) Our retiring editor of our club newsletter, Joanne Lee for her excellent work over the past year on Capital Connections.

And thanks to those board members who have agreed to continue for 2013: Jean Farrell VP Membership, Kathy Hatherill VP Exchanges, Janet Wilkinson Secretary, John Cooke Director of Member Engagement and Brian Ingham Director Media Equipment.

3) Special thanks to Conrad Grégoire for his significant contribution in continuing as our FFO web master.

Later in the meeting I will be welcoming our new members to the Board. I would now like to provide you with a summary of the responses we received regarding the 3 questions posed by FFI as part of their strategic planning.
APPENDIX D  FFO RESPONSE TO FFI 3 QUESTIONS (Jack Mullen Letter)

FFI Questions for discussion by club leaders and club members

1.  It is clear that we need to increase participation in exchanges significantly. Apart from working with you to enrich our exchanges, the Board is considering a fill-the-seat policy whereby exchanges that remain under-filled 100 days before departure must be posted on the FFI catalogue. Most exchanges posted early enough in the process fill up very quickly. This policy would leave to the clubs the prerogative of filling their exchanges in a number of ways, according to their preference. Clubs can partner with another club for an exchange; the lead club can invite participants from preferred/nearby clubs; and clubs can select and invite prospective participants from their own communities. However, if the 100 days before do not create a full exchange of ambassadors, this requirement would apply.

Is your club willing to endorse and support the new FFI proposed fill-the-seat policy? Yes……X…….No…………

FFO Club Comments:

- When people join an outbound exchange through a "fill the seat" strategy, every attempt should be made to ensure the group is as cohesive as possible, in terms of language capabilities. Two languages would be the maximum mix (e.g. An exchange to an English speaking club involving ambassadors speaking German and Spanish or to a French speaking club involving those speaking Hindi and Japanese would be very difficult).
- For undersubscribed outbound exchanges, the local club should submit a report and its plans to meet the target. At 100 days, if the exchange remains undersubscribed, FFI is asked to post it on the FFI catalogue and the 100 day fill-the-seat policy is implemented. For Canadian Clubs, the undersubscribed exchange will also be posted on Canffex, the Canadian Undersubscribed Exchange website.
- Consider inviting family members as well as friends.
- “Seat fillers” accepted into the exchange should be engaged in the organizing of the exchange and should be prepared to take on a role.
- Registration fees should be non-refundable at a certain point (60 days?) to prevent last minute cancellations. We have no guarantee that 'seat fillers'' won't withdraw at the last minute if there is no penalty.
- Clubs and Exchange Director must have some input as to who is accepted as an ambassador on any "fill the seat" exchange strategy.
- A screening process must be developed to ensure safety and appropriateness of those filling the seat. Will FFI do this or will each club develop their own guidelines?
- Will FFI or host club request registration and hosting fees up front?
- We are willing to consider non-members participating in a first time exchange but would expect them to join before participating in future exchanges.
- New FFO guidelines for minimum number of ambassadors per inbound exchange are being drafted by our 2015 Board. They are as follows:
  i) In first communication with the Inbound club, the appointed FFO ED must state that fewer than 12 ambassadors will not be accepted.
  ii) 90 days prior to the start of the exchange, the hosting fee must be sent to FF Ottawa.
iii) If FFO has not received the hosting fees from at least 12 ambassadors 90 days prior to exchange, the exchange may be cancelled.
iv) The FFO ED will advise the Visiting ED that the visiting ambassadors must be informed of the minimum number policy so they do not purchase airline tickets before confirmation of the exchange by FFO.

2. We have been talking about an e-membership for some time to create an online community for people not located near a club or clusters of people interested in FFI but unable to launch a club due to their small number. With this in mind, FFI in Atlanta is looking into ways to vet individuals interested in joining an online membership in order to increase everyone’s comfort level in involving e-members. Some like-minded organizations who have e-memberships ask for letters of reference; others do short video interviews over Skype; others have a feedback section online. All of these are being considered for introduction at the 2015 Vancouver World Conference. The Board is also thinking e-members should attach themselves to a club of their choice that could provide distant mentoring. Some online training would also be developed.

Does your club agree with that approach in order to increase FFI’s visibility around the world and increase participation in exchanges and clubs? Yes……X, generally……..No………..

Do you have other suggestions to further increase the comfort level with involving online members?.......................................................................................................................

FFO Club Comments: Although the majority of respondents agreed in principle with the e-membership idea, some were strongly opposed because of concerns that such a group would not be true club participants (except for going on exchanges) and not contribute to the life of the club. There were also concerns expressed that there might be no means of ensuring safety/security and no means to really know who these people are. For these reasons, we are making the following recommendations:

- A screening process must be developed to ensure appropriateness of persons applying for e-membership and to address safety/security concerns (references, previous travel experience, etc.)
- E-members should participate in the organizing of exchanges and other club activities wherever possible (e.g. newsletter editing, exchange itinerary and activities development, exchange booklet publishing, etc.).
- E-members should be engaged members who earn recognition for contributions since all are members.
- E-members should be associated with a club within reasonable distance and attend at least 1 meeting before an exchange. For clubs with Internet access in meeting spaces, Skype attendance at meetings may be an option. The ideal would be e-members all living within a defined geographic area, associated with a local club in the same area - establish a radius or catchment area. What about e-members forming an e-club?
- All e-members should have sponsors / mentors and attend a ‘new member’ orientation session (by Skype if there is no other way possible). They should also attend planning meetings at least by Skype and ideally at least once a year in person.
- This model fosters the concept of “Club Planting” (club mentorship of a new club) which the FFO highly supports.
Background note: Global exchanges have been highly successful and often the exchange is highly enriched by non-members’ participation. There are growing numbers of success stories, where the non-member(s) have left an exchange with the intent of forming a club themselves after an exchange. Some members identified they have friends at a distance who have expressed interest in becoming members but are unable to drive long distances to meetings.

3. For years, members have been protesting the real or perceived inequities between ambassador fees for domestic exchanges and fees for EU inter-club exchanges. These fees are currently $50 for 4 days or more for domestic exchanges and $25 for up to 4 days for EU inter-club exchanges. To put an end to criticism, the Board has decided to equalize these fees. We believe the right balance would be $10 per night. We are still studying what exchange length combines the best interest of FFI and club members’ preferences. Please note that, whatever the outcome, the existing policy that preference be given to international exchanges will remain. Otherwise domestic or EU inter-club exchanges could displace international exchanges and curtail FFI’s global reach and mission.

Some argue that these exchanges should be free given the fact that FFI is not always involved in the matching. This viewpoint ignores the wide range of support and services offered by FFI in Atlanta, ranging from website, training, conferences, club support, leadership training, itinerary development for special exchanges and much more. As such, we believe that domestic and EU inter-club exchanges should carry their share of administrative user fees otherwise international exchanges will need to carry a disproportionately higher share of this overhead.

Do you agree that user fees are the most equitable way of supporting the FFI network and administration in which case domestic and EU inter-club exchanges should carry their share of this overhead, irrespective of the matching process? Yes……..X…….. No…………………….

FFO Club Comments: We would agree that the current inequity of the fee structure is not healthy for the future of the organization. We are pleased to see this new approach of 'one size fits all'. We would also appreciate knowing the rationale behind the choice of the suggested $10 per day fee. i.e. Is it too much; too little? How did FFI arrive at this figure?

If no, can you suggest another way of supporting the administrative functions of FFI in a manner that is equitable for all?.............................................................................................................................................

What are your members’ preferences regarding the model and number of days for domestic and EU inter-club exchanges? Single destination…X, and……Multi-club destinations…….X…………. If so, how many……2

FFO Club Comments: Our club was divided on this. The majority of respondents indicated distance to destination was a factor. A further distance from home (i.e. cost of travel), made more than one exchange desirable.

What are your members’ preferences for the number of days in each location?……. Typically, 7 nights/8 days for a single and 4 or 5 nights (5 to 6 days) for multi-club.

FFO Club Comments:
- The club agrees upon a universal rate and that $10 / day is reasonable.
- The majority of respondents preferred a flexible model that allows for 5 – 7 nights, depending on the nature of the travel / exchanges and the wishes of the ambassadors.
Recommendation:
That FFI develop and distribute a communique explaining the FFI fee structure, including the annual membership fee and exchange fees, to assist members in their understanding of how these funds are utilized to support clubs and members.

Historical Note
Over time, various arrangements and fee structures have been agreed to. Also there has been a mindset established by some individuals and clubs that they may use the FFI network for personal travel without paying FFI fees – of course this is a non-sustainable practice.

Fee structure: (Ref: FFI 2014 Club Exchange Policies, Pg.5)

Current FFI Fees
- Domestic Exchanges 1 to 3 nights (4 days or less): No Fee
- Domestic Exchanges 4 to 7 nights (5 days or more): $50
- International Exchanges 7 nights or more: $140 CAN $165 USA
- International Stop Over (2 to 3 nights): $20 per night
- FFI Annual Membership: $15 per member, $25 per couple or family

Current FFO Fees
- Exchange Hosting Fees $100 USD (or as negotiated between EDs based on proposed activity program)
- FFO Annual Membership $35
- Exchange Registration $35 (at time of sign-up)

NOV. 24, 2014
### APPENDIX E 2015 BUDGET

#### FY14/15 Proposed Budget vs FY13/14 Actual Budget Variance

<table>
<thead>
<tr>
<th>Budget Item</th>
<th>FY14/15 Proposed</th>
<th>FY13/14 Actual</th>
<th>Variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of paid members*</td>
<td>175</td>
<td>170</td>
<td>5</td>
</tr>
<tr>
<td>Income</td>
<td>6126</td>
<td>5951</td>
<td>6,165</td>
</tr>
<tr>
<td>Membership fees</td>
<td>6125</td>
<td>5950</td>
<td>6,165</td>
</tr>
<tr>
<td>GA Bank Interest</td>
<td>11</td>
<td>10</td>
<td>-1</td>
</tr>
<tr>
<td>Total Expenditures</td>
<td>8245</td>
<td>8001</td>
<td>7,760</td>
</tr>
<tr>
<td>Membership Expenses</td>
<td>6284</td>
<td>5575</td>
<td>5,266</td>
</tr>
<tr>
<td>FHI Fees</td>
<td>2714</td>
<td>1540</td>
<td>1,629</td>
</tr>
<tr>
<td>Room Rentals</td>
<td>550</td>
<td>550</td>
<td>-1</td>
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<tr>
<td>Meeting</td>
<td>200</td>
<td>200</td>
<td>138</td>
</tr>
<tr>
<td>Refreshments</td>
<td>175</td>
<td>144</td>
<td>256</td>
</tr>
<tr>
<td>Recruitment</td>
<td>1000</td>
<td>2000</td>
<td>-244</td>
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<tr>
<td>Canadian</td>
<td>0</td>
<td>1000</td>
<td>-400</td>
</tr>
<tr>
<td>International</td>
<td>1000</td>
<td>1000</td>
<td>-1000</td>
</tr>
<tr>
<td>ED Training</td>
<td>50</td>
<td>116</td>
<td>94</td>
</tr>
<tr>
<td>Christmas Party</td>
<td>500</td>
<td>400</td>
<td>155</td>
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<tr>
<td>Friendship Day</td>
<td>120</td>
<td>200</td>
<td>105</td>
</tr>
<tr>
<td>Event</td>
<td></td>
<td></td>
<td>95</td>
</tr>
<tr>
<td>Badges and pins</td>
<td>600</td>
<td>-175</td>
<td>175</td>
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<tr>
<td>Miscellaneous</td>
<td>200</td>
<td>86</td>
<td>-114</td>
</tr>
<tr>
<td>Gifts (net)</td>
<td>140</td>
<td>39</td>
<td>-101</td>
</tr>
<tr>
<td>New members welcome reception</td>
<td>60</td>
<td>47</td>
<td>-13</td>
</tr>
<tr>
<td>Administration</td>
<td>300</td>
<td>245</td>
<td>-55</td>
</tr>
<tr>
<td>Telephone/Long distance</td>
<td>180</td>
<td>65</td>
<td>-115</td>
</tr>
<tr>
<td>Photocopying/Printing</td>
<td>110</td>
<td>170</td>
<td>101</td>
</tr>
<tr>
<td>Stamps/Stationery/OO</td>
<td>10</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>Ice supplies</td>
<td>1000</td>
<td>1000</td>
<td>-1000</td>
</tr>
<tr>
<td>Insurance</td>
<td>891</td>
<td>891</td>
<td>0</td>
</tr>
<tr>
<td>Communications</td>
<td>270</td>
<td>230</td>
<td>-40</td>
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<tr>
<td>Website</td>
<td>270</td>
<td>200</td>
<td>-70</td>
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<tr>
<td>Capital Connections</td>
<td>500</td>
<td>1060</td>
<td>-560</td>
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<tr>
<td>Legacy Fund</td>
<td>530</td>
<td>536</td>
<td>-6</td>
</tr>
<tr>
<td>Wayne Smith Medal to the club founders Dave and Kathy Williams</td>
<td>530</td>
<td>539</td>
<td>-9</td>
</tr>
<tr>
<td>Wayne Smith Medal to the club founders Dave and Kathy Williams</td>
<td>530</td>
<td>539</td>
<td>-9</td>
</tr>
<tr>
<td>Balance/Deficit</td>
<td>-2119</td>
<td>-2050</td>
<td>-69</td>
</tr>
<tr>
<td>* Assumed 8 members will resign, leaving 175 (18 resigned last year)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### BANK ACCOUNTS

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Reserve Account Balance</td>
<td>7686.45</td>
<td>4691.24</td>
<td>3000</td>
</tr>
<tr>
<td>Exchange Accounts</td>
<td>407.52</td>
<td>3,000.00</td>
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</tr>
<tr>
<td>Reserve Account</td>
<td>3,000.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Transfers to GA, from:
  - Exchange Accounts: 407.52
  - Reserve Account: 3,000.00

- Other contributions to Income:
  - Exchange Accounts: 233.33
  - RA Interest: 6.79
  - Service Charges: -2.00
  - Sum: 4.79

- Gain (Loss):
  - 233.33
APPENDIX F PUBLICITY REPORT – By BOB BRETT

1. **Membership Numbers:** The Ottawa Club currently has 180 members, with 22 new members being enrolled this year. What motivated them to join? This info would be useful for future advertising. A number of surveys are in the process of being implemented to determine the Way ahead. The board should not overlook answering the above simple question.

2. **Article in Zoomer Magazine:** This issue is still outstanding and when. After publication, more opportunities should be opened.

3. **Library Travel Presentations:** Two of the three presentations have already been made.
   a. October 27th, 2014 (Monday) 6:30 PM “**Scandinavia in a Nutshell**” Talk was given by Merv and Jessica at Blackburn Hamlet Library and focussed on Denmark, Sweden and Norway. (11 people attended with 9 FF members and 2 non-members.)
   b. November 17th, 2014 (Monday) 6:30 PM “**Travel Guide of Poland – Two Cities and a Wedding**”. Talk was given by Anna Jan Adrichem Rochon at Beaverbrook Library. (21 people attended with 4 FF and 17 non FF.
   c. **Remaining talk:** December 3rd, 2014 (Wednesday) 6:30 PM “**Travelogue of India**”. Talk will be given by John DuVernet at Emerald Plaza Library.

**General Observations:** The optimal method of recruiting members is through one on one interaction between enthusiastic FF members and the general public. Attendance at fairs, carp general meetings, the library FF presentations etc and etc all represent excellent opportunities.
APPENDIX G EXCHANGES REPORT
Exchanges Report for the AGM November 24th 2014

-This has been another successful year for FFO Exchanges.
-We have had 4 outbound exchanges with 72 of our members travelling with FFO to Baton Rouge, Albania, Brazil, Argentina and Nepal. We welcomed 8 ambassadors from other Canadian and US clubs to join us as two of these exchanges that were undersubscribed.

I would like to thank all the ED’s Heather Pettipas, Pat Cianfiaglione, Claire Fortin, Tim Traynor, Richard Hatherill and Ruth Kirk for all their hard work and also everyone who worked on their committees.
-We were warmly welcomed into our host’s homes and shared their lives for a few days.

We were treated to a wide variety of activities from crawfish boils, lunch in a castle, high tech business initiatives, tango lessons, and a view of Mt. Everest. New and interesting foods such as “slap ya mama” sauce and mate to drink.

Many new friendships were made.

-We also welcomed 32 ambassadors from Australia, the UK and Germany.
The Vietnam exchange was cancelled but they are planning to visit in 2015 and we have joined them with the incoming exchange from Australia. This means that if for some reason they cannot travel then we will still have a viable exchange.
The ED’s for these exchanges were Pierrette Benoit, Diane McIntyre, Barb Smith and Gail Neuvremont and I would like to thank them and their committees.

-The number of inbound ambassadors 32 is considerably less than last year’s 57. In recent years inbound exchanges are getting smaller. The FFI survey is looking at ways of dealing with this.

-Looking ahead to 2015 we will be travelling to Memphis Tennessee, Lake Hartwell Georgia, (ED Elaine Bradley)
Lima and Trujillo Peru, Kenya (ED Pierrette Benoit) and Bangkok Thailand.(ED’s John Cooke and Danielle Allard).
The USA trip has 1 space available to Georgia only.

We are looking for more people to travel to Peru and Andrew Stirling is going to give us a presentation this evening. Due to the continuing unrest in Kenya a decision on the viability of this exchange will be taken in the new year. Bangkok Thailand is fully subscribed with 3 members of FFO on the waiting list and 2 members from other clubs.

-We will welcome ambassadors from New Hampshire for our winter exchange and the ED is Eve Elliott.
-Our mystery exchange has been advertised in the FFI catalogue and Alain and Donna Dawson are the ED’s.
-June sees the arrival of the Australians with the Vietnamese, Joanne Curran is the ED and Barb Smith will continue to liaise with the Vietnam ambassadors. September we will host the Brazilians from Belo Horizonte and Anna and Paul Rochon are the ED’s.

In October we will have a 3 day stopover from Baton Rouge and Mary Cajka will be coordinating this.

-Sign-up sheets are at the tables to sign up for hosting.

-2016 requests have been sent to FFI and these include France, Japan, Washington DC and a Canadian Exchange.
-In September we had an ED training session and this year we have some new members in ED positions and I would like to thank them all, and to everyone who shared their experiences with the group.

-Would all the ED’s for 2015 exchanges please stand, Thanks, and stay standing and we’ll ask all the ED’s for 2014 to join you. Thanks, stay standing and we’ll ask for anyone who has been an ED during the last 5 years to stand. Now committee members to join them.
-As you can see so many people are involved in planning exchanges, this is why we have a successful club with very enjoyable exchange experiences.

Thanks to everyone,
Kathy Hatherill, VP Exchanges