

# **ANNUAL GENERAL MEETING**

## **QUEBEC CITY, QUEBEC**

**SEPTEMBER 14, 2022**

### **Welcome – J.P. Leguerrier, National President**

J.P. Leguerrier, National President welcomed everyone to the beautiful city of Old Quebec. He thanked Andre Gagnon, past president of Kebec Chapter for the original invitation to host the AGM, and thanked Marc Jacob, 3<sup>rd</sup> Vice President, National Executive and Kebec Chapter President, and his team for a superb job.

It was announced that Claude Bruneau will be stepping down as 2<sup>nd</sup> Vice President on the National Executive and that the 2 positions up for election this year are 2<sup>nd</sup> Vice and National President.

There was a round table introduction of all the people in attendance as well.

### **Financial – Nick Ronsky, Secretary/Treasurer, National Executive**

Nick Ronsky started by asking for a moment of silence for all those we have lost since we last gathered, specifically, Ross O'Brien, the past president of Bluenose.

Nick Ronsky, Secretary/Treasurer issued financial statements as well as seed money distribution and travel expenses, in advance, to all the chapters. Nick discussed the reports in detail and stated that all chapters are doing well and are stable. He thanked all the chapters for a job well done and thanked the Canada Post Corporation and Johnson Insurance for their continued financial support.

Art Dewan, Bluenose Chapter president, asked for future consideration of seed money distribution to be done on a percentage basis as opposed to the number of paid memberships. This would make every chapter eligible to qualify for larger seed money amounts, especially the smaller chapter. Nick responded saying that this was a very good point and has been considered in the past. This is a topic the National Executive will discuss further as a possibility for 2022.

### **Envelope Distribution – Fred Danells, Van Fraser Chapter President**

Fred Danells asked all chapters to let him know what their needs were for envelop distribution this year. There are 2 sizes available – 9 x 12 and #10s. All come in boxes of 500. A question was asked about using up old envelopes with the older permit numbers. These envelopes can still be used.

It was also discussed not to attach the small envelopes into your welcome packages as there is no statement of mailing to track these envelopes as well as the cost factor.

### **Scholarship program – Eldred Holmes, 1<sup>st</sup> Vice National President**

Eldred thanked all the presidents for their enthusiastic promotion of the program. Special thank you to Lloyd Rogowski and Yvon Lemaire for serving as judges for the past four years.

We could not do anything without these people.

The winners of the \$2000 scholarship for 2022: Van Isles Chapter, Kayleigh Hall from Rockyview Country, AB; Van Fraser Chapter, Erica Choice from Vancouver; and Bluenose chapter, Marissa Cox from Sydney Forks, Nova Scotia.

Eldred explained the process of notification to winners. He notifies the chapter presidents, who then personally contacts the sponsor member so they could have the thrill and enjoyment of giving the news to the winner.

The closing date for this coming year will be June 30th, 2023.

Applicants will revert to submission by Canada Post Mail only, no e-mail submissions, and applicants will again be required to have two letters of reference

### **Website – Claude Bruneau, 2<sup>nd</sup> Vice President and Gail Bourhill, Webmaster and Grand Saugeen Chapter President.**

Claude stated that after a year and a half, the new website is up and running smoothly. He also thanked Gail Bourhill for all her hard work and support. Many chapters are posting on their own and Gail stated she is always available to assist the chapters. Gail is also in the process of making instructional handouts for all chapters. The decision was made by the executive to keep the website current and up to date and will be removing all older posts and pictures from the site unless a chapter notifies us there is something specific, they would like to keep.

Yvon Lemaire, Laurentides Chapter President, asked how much is it costing per month for the maintenance of the site? Claude explained the only cost for the first year is a hosting package of \$200 per year. We will see what the needs are going forward.

Yvon also asked why older photos must be removed and was told that the National decision was to make the site current not historical.

Rene Lareau, Richelieu Chapter President stated that they have devised their own website where they were able to keep the information, they find important. Other chapters stated they have done the same thing and use Facebook and social media as a good medium to communicate and interact with chapter members.

Holly Perreault, Membership Coordinator, had a suggestion for a change of address/phone/email form to be added to the website. This would also potentially cut back on the number of returns from mailings. Claude said this can easily be done. Holly and Marc Jacob will develop this form in English/French and Gail Bourhill can add this to our website. Shawn McCord, Johnson Insurance, stated that they could use our email database as well to sort mailing between mail and email preferences.

### **Shawn McCord – Johnson Insurance**

Shawn McCord handed out very detailed information packages to each person with information on the programs that are available to our members, as well as the changes that have taken place since our last AGM. One such change has been that Johnson now has a parent organization and has been purchased by Intact and although Johnson will keep their name, they will now be focused solely on Group

Insurance. Also, Shawn explained that Johnson is creating a new brochure for the Heritage Club. This brochure will talk about home, car and travel. This will be a 4-panel brochure that's going to have all the information. There will also be an electronic format as well, in PDF format. These will be available shortly and information on how you can obtain these for your membership will be sent out soon.

### **Coffee Break**

### **Think Tank**

Discussions about declining membership, volunteers, aging population of members, chapter closures.

Yvon Lemaire's chapter mails out birthday cards to each dues paying member with a \$2 lotto ticket in it. If you also attend the monthly lunches during the month of your birthday, you get another \$2 lotto ticket and 3 times a year, the chapter buys wine at the lunches. Yvon suggested a way to increase membership was to hold an incentive for dues paying members where if you bring 5 members to join/pay dues, then your annual dues will be paid for.

Claude Bruneau had an idea based on an Air Canada retiree group incentive. For every new membership you bring forward (dues paying) your name gets entered in a draw for some cash prizes, electronics, etc. Air Canada had a goal of 500 new memberships and received 1500.

Art Dewan asked if the chapters could use the \$1000 grant money towards purchasing prizes as incentives. Nick Ronsky said this is something that should be investigated and discussed further with National.

Holly Perreault stated that in the 1<sup>st</sup> quarter this year, the new membership was double from previous years and that it may not necessarily be that members are not joining, but they are not getting the information/benefits about being paid members. Also, we need to consider members are passing away as well.

J.P. stated that Head Office have a new recognition program that they have set up so we'll see how we can fit into that program and maybe we can do some joint things together.

Fred Danells also had some good ideas. He has created a 1-page contact brochure that he gives out to the postal stations in his area. Fred's chapter also have their own heritage club brochures and posters, with some good advertising to promote and makes a heritage club visible internally. These are produced on nice colourful cardstock with the local contact information and a brief description of the Club. This is a visible sign for all the employees in the mail processing plants, in the parcel plants, and depots.

Henry Masek, Thames Chapter President, has 3 \$25 draws a month for dues paying members and he has the draws done in the field by employees. Henry also holds events such as golf tournaments that have different prices for paid and non-paid memberships.

Cindy Daoust, By-Town Chapter President, also has 2 prices for dues paying and non-dues paying members. An example is if you are a member, it's \$50.00 and if you're not a member at 75. Also, if a member has let their membership lapse over the years, they charge \$15 administration on top of the price of dues. They have had very good success with that. By-Town also does an early bird draw for a \$50 gift card.

Gary Fisher, Central Yukootok Chapter President, has councils/coordinators set up in his chapter as it covers a vast geographical area. These members set up luncheons, etc. in their area and whenever possible, Gary makes sure to attend. This helps meet everyone's needs.

Diane Biggs, Humber Chapter President, stated that there needs to be a revamp of the information that is being sent out to retirees. The applications are old and out of date that are being included in some preretirement seminars and some packages do not have information included.

Diane will send copies of this information to Marc Jacob to discuss further with Head Office.

Diane also stated that her chapter gives a discounted dues rate based on paying in advance. If they pay upfront for 3 years, the dues are \$25. It works well for them,

Other suggestions were brought up to gain more members, such as paying their dues, holding appreciation lunches.

Art Dewan brought up the topic of presidents and executive staying in positions for an extended period of time and the importance of implementing a succession plan. Suggestions were made to ask members to help in needed positions for a short time period and often when they see that the position is not as bad as they had thought, the positions are filled. Cindy stated that By-Town does something like this and has had great success. Everyone on the team works together to accomplish the goal.

Nick Ronsky commented that finding volunteers to replace these vacancies is not an easy task. Conway Crozier-Smith, as an example, has ran the Golden Sheaf Chapter for 24 years and has had absolutely no help or support over the past several years and as a result is stepping down. Conway's chapter was once a vital and strong force over the years, and we appreciate all he has contributed over the years.

## **Lunch**

## **September 15, 2022**

Bob Emmons, Bluewater Chapter President, said he found it difficult to properly hear and communicate with others during the meetings with the table set up this year. He asked for future consideration to put the tables in a U-shaped format. All agreed.

## **Pamela Tokarew, Manager of Employee Engagement**

Pamela spoke about the new survey to the APOC team that was launched on September 7, 2022 and now it is being launched to all employees and it's just to get a pulse on how things are going, what can we bring forward and really make a change and have people be passionate coming to work. They branded this project "You said, we did" and are very excited to see the momentum and the changes that are happening at Canada post.

**Carrie Chisholm, VP of ESG (environmental, social and governance)**, spoke via Microsoft Teams. Carrie did a presentation on ESG and the importance of everybody in the organization to work together and collaborate to make sure that the three pillars of our transformation are being met, which are customer experience, employee experience and social and environmental leadership and that this remains at the core of all that we do at Canada Post.

Carrie explained that our mandate is to serve Canadians and our considerable reach from coast to coast, we have a responsibility to deliver for all Canadians. Their focus is on supporting Canadians transition to a low carbon economy, driving environmental sustainability in our operations, the supply chain, supporting small businesses and local economies and providing opportunities for our diverse communities through our Indian indigenous reconciliation programs.

**Courtney Hirota, Community Foundations and Santa Workshop.** Courtney explains that the Community Foundation is an arm's length charitable foundation that is operated by Canada Post, but it is a standalone charity. It was founded in 2012 and the vision at the foundation is to ensure that every child in Canada is happy, healthy and surrounded by a community that supports and cares for them. Then the mission is to make a positive impact in the lives of children and youth in the communities that Canada Post serves. She stated that over the last 10 years, the foundation has raised \$12.3 million and that they have granted back to 1100 community organizations and charities.

Courtney explained that unfortunately, the foundation does not have enough funding to support all the groups. The request was for about \$24 million, and we had 1.3 million to give last year. She explained that every application needs to be reviewed multiple times and this is where Heritage Club members and current employees can be of huge value by participating in the review process. The volunteers review a small batch of applications and give their honest opinion on the strength of the application, whether it meets the criteria that the foundation has set for our grants. Each application is reviewed at least three times to make sure that we have a well-rounded view and opinion. The highest scoring applications are then sent to our independent board of trustees who ultimately decide which applications will receive grants.

The funding for the foundation comes from the public fundraising campaign we run each fall through retail locations. They track the amounts that are raised at each location and commit to our retail locations that every dollar that they raise in their province will be granted back to a charity in that province.

Courtney thanked those who have sent donations to the foundation throughout the year.

Courtney next spoke on the Santa's Workshop Program and explained that it is the 40th anniversary of the program. This program would not exist without the support of our Heritage Club members.

Courtney stated that our support before, during and after Christmas is invaluable and thanked everyone for all the work that you do. Last year there were about 1.5 million letters, which was a big jump from 2020. They are anticipating even more this year. There has been an increase in overseas letters with 60,000 from Japan alone last year and as a result there is a special postcard that we have prepared for the Japanese market.

Courtney thanked everyone in advance for all your help this year and if you want to be involved in the program, please speak to your regional Heritage club coordinator.

J.P thanked all the chapter presidents and chapter members who participate in the head office programs like Community Foundation and reviewing the grant. He also stated that he received a request from Allison Barber, the coordinator of the scholarship programs for Canada Post, for more volunteers.

### **Fred Danells – Santa Letter Writing Program**

Fred stated that Canada Post did receive 1.5 million letters last year and based on the reports he received from each chapter, Heritage Club members answered 174,120 letters and 449 Heritage club members participated in the program last year.

Fred stated that normally we have 27 different languages that we use every year. There are a great number of teachers who teach English in international communities' and countries, and they use the Santa letter writing program as an English learning exercise. This is part of the reason why we have significant volume. Taiwan is our biggest international country and gives us the most volume normally. Fred stated there is a need for volunteers that are fluent in another language to be able to add a personal letter, a personal comment on those letters. If you have any members in your chapter that you can recruit who are willing to do that, then we would direct those letters to those volunteers. That would be a tremendous help.

Fred was asked when the Santa Letter Program will launch this year and his plan is for December 1, 2022.

### **Fred Danells, Update on Vancouver AGM 2023,**

2 possible dates are being considered - May the 28th to the 31<sup>st</sup> or June the 1st to the 4th. Fred explained that the prices in Vancouver are extremely expensive and for that reason Richmond, BC, is being considered. He is looking into the Sheraton Airport hotel. It is close to many amenities and is 15 minutes from the airport with free shuttles. The cost is \$300 a night as of now.

There is a pre or post conference, personal option that is being considered currently. This would be a full day in Whistler, an add on trip. There is also being considered a day trip to Squamish, British Columbia which is a beautiful scenic drive up the sea to Sky Highway, stopping at waterfalls, and a visit to the Coast Railway Heritage featuring the railway Mail car 3704.

Nick Ronsky stated that there has been consideration of having Fred arrange a cruise to Alaska for about 7 days and have having our conference on a cruise ship. We don't know the exact logistics yet, but Fred is going to investigate this.

### **Future AGM Sites**

There were volunteers for Halifax, Ottawa, and Newfoundland.

### **Coffee Break**

### **Issues/Questions**

Holly Perreault brought up the topic of Associate Membership and the requests that have been submitted for friends and families that participate and volunteer but are not Canada Post employees or retirees. The chapters would like to recognize them in some way. This request has been made a lot in the past year. As the Associates have no voting rights and no direct effect on the decisions and governance of the Club, some consideration should be made to recognize those individuals that are in

support of the Club and our goals and mandates. Bluenose Chapter, for example, recently asked and was approved to offer an Honorary Membership to 3 such people.

Yvon Lemaire stated that Laurentides chapter has a separate list they call a friends list. They pay regular dues, and when they attend the luncheons and events, they get all the freebies and perks of the dues paying members. They are not given a membership number. We put an A beside their name.

Henry Masek suggested lowering the requirements from 25 years to 20 years to get new members. J.P. stated this is something we would have to raise with Head Office because they created the Constitution for us with a lawyer from Head Office, and mirrored their programs. Cindy Daoust stated that now Head Office starts recognizing employees at five, ten, fifteen and twenty years. Several presidents agreed with this thinking based on getting younger memberships to apply.

J.P. will bring this topic up with Head Office.

The next question brought forward was should mileage be covered when attending events for your chapter and wanted to know what to charge your chapter when you are doing events and such things. It was decided that any President who is doing business for their chapter and they're incurring expenses should charge them out to their chapter and get reimbursed.

Anna Huang brought up the need for posters, and pamphlets to be created or given to new potential members that are uniform to us all, so that we are all using and giving out the same message and talking points, such as the posters and pamphlets Fred Danells has created within his own chapter. It was brought up by several presidents that there is still the issue country wide of no support in the field to help support the Club. J.P. stated this has been an ongoing issue for years and Head Office has promised in the past to help rectify this problem, however there is a large turnover with employees, and it seems we are always starting over. We will keep persisting with this issue with Head Office.

Art Dewan asked a question in regards to Charitable Receipts and what to do with these, as the chapters are not able to benefit from them. Art suggested that perhaps the corporation could benefit from these as there is potentially thousands of dollars in receipts. Several chapters responded with how their chapters handled these and it was decided J.P. would bring this question forward to Head Office.

Art had another suggestion to see if Heritage Club presidents could have access to the Canada Post Portal because there is a gold mine of information there for our newsletters and such to keep up with current information. It would require a Canada Post email address.

Art also asked for future events, if it could be technologically possible to have translation. Nick Ronsky stated that this was used in the past, however the cost has become astonishingly high and that we are fortunate to have several bilingual members to translate for us.

Lastly Art mentioned recognizing the spouses that help the presidents and that he would like the Club to consider finding a more significant way to recognize the work they contribute.

Henry Masek gave a presentation and handout to all chapter presidents on the pre-retirement and widow/widowers consultation he does in his chapter. This has been an integral part and benefit of his membership recruitment.

J.P. stated that Henry has done a lot of research in this domain and it's a good service for his members and he's taken it upon himself to give out this information, but he cautioned anybody that ventures down this road that policies may change quite quickly so make sure you are up to date on all of the necessary information.

### **Membership Database**

Marc Jacob and Holly Perreault gave a handout and power point presentation on all the work that has been done regarding database management over the past 3 and a half years. The database can now produce clear statistics and produce it rather efficiently and quickly. An example was handed out of data from the end of 2021 for all presidents.

Holly stated that Marc Jacob has been a very valuable asset and partner in updating this database, teaching her how to export the data, perform analysis using pivot tables in Excel, which made it possible to clean it up and identify those difficult areas. The database structure has now been modified to suit business reporting needs. As well the membership application form was modified recently and there has been created a lot of very useful forms and reports. A handout was given to each chapter of a report that Marc designed that can be produced monthly, quarterly, etc. of all the changes that the coordinator has made to that chapter. It has a very easy legend to follow and can serve as a checklist that both the chapter and the coordinator have recorded the same information and made the same necessary changes. It was decided this form would be sent quarterly to all chapters.

As well Marc designed a new form in both Word and Excel that is not mandatory to use, however is very helpful to use for change of addresses, deceased, postal errors, and resignations. It was decided these would be sent out again for chapters to use if they wish.

Claude Bruneau suggested that the chapter could send their database to Holly to verify the chapter and National databases are the same.

It was decided that questions and answers on Membership as well as the elections would be handled after lunch.

### **Laura Lémerveil Foundation**

A presentation was given by the founder of the Laura Lémerveil Foundation. This is a local organization that the Kebec Chapter has supported for several years. This organization supports the families of children with severe disabilities and handicaps.

### **Lunch**

### **Elections**

Elections were held for the positions of National President and 2<sup>nd</sup> Vice President. There were no other accepted nominations from the floor, so J.P. Leguerrier will continue as our National President and Lloyd Rogowski was acclaimed as the 2<sup>nd</sup> Vice President.



## **Membership Questions and Answers**

A question was asked regarding the monthly backup now put into place. It was explained that each month a copy of the database is sent from Holly to Marc as a backup and it is also back up on One Drive daily as well.

Heather Spence, Yellowhead Chapter President, asked for clarification on new membership. Holly confirmed that once a new membership application has been processed, the application and membership card will be mailed out to the chapter. Once their annual membership dues are submitted then the membership number and card can be given out.

A question was asked regarding a member contributing dues to more than 1 chapter. The member can only count as an active member in one chapter, however, can still contribute to other chapters as they like, and the database now has a system to record this information when it is given.

There were questions asked regarding Johnson Inc asking when applying if they are dues paying members of the Heritage Club. There seems to be some inconsistency in this process. This will be addressed with Shawn McCord to make sure the information is standardized and asking all the same questions.

Holly spoke about receiving the returns from Johnson mailings. Some of the returns are errors from the postal station, some are true "return to sender". All returns are recorded and sent to each chapter. Holly will mark these as returns on the database system until she is sent either a confirmation that the address is valid, or a change of address has been given.

Conway Crozier-Smith spoke on the frustration he has had with his chapter and the lack of member involvement. The national executive stated that they appreciate the work that his chapter has done over the year.

Recognition and thanks were given to both Conway Crozier-Smith and Claude Bruneau for their countless years of dedication to the Heritage Club and their chapters.

Recognition was also given to Henry Masek for his presentation. Henry was also recognized for all his information that he sent out over in his newsletters over the years and that it is being utilized by several other chapters in their newsletters and chapter communications.

**Meeting adjourned.**