

Annual General Meeting  
Calgary, Alberta  
May 5-8th, 2025

May 6, 2025

**Presidential welcome and conference overview – J.P. Leguerrier**

The conference opened with J.P. Leguerrier warmly welcoming attendees in both English and French. He highlights the day's schedule and encourages newer chapter presidents to take this opportunity to gain experience from more experienced leaders, exchange ideas, and discover practices that may be adaptable across regions. Thank you to Kathryn for organizing the accommodations and welcoming attendees the previous evening. J. P. reminded the presidents of this year's elections for key positions—Treasurer, First Vice President, and Third Vice President. Interested members are advised to network and gauge support before pursuing nominations. Thank you to the Parkland Chapter for the gift to all attendees.

**Roundtable Introductions**

Participants introduce themselves in a roundtable format, identifying their names, chapters, and roles within the organization. Henry Masek's absence, who passed away in April, is acknowledged respectfully.

**Review of Last Year's Conference Minutes – Lloyd Rogowski**

Lloyd Rogowski reviewed the previous year's conference minutes, clarifying that the notes presented are selected highlights rather than a comprehensive transcript. Several key issues are discussed: financial reporting, auditing compliance, volunteer eligibility, Canada Post relationship, membership eligibility, the online application process, the electronic payment program, the Canada Post Community Foundation grant, and the Santa Letter program. Gail Bourhill motioned for approval, seconded by Diane Biggs, and adopted after confirming consensus.

**Financial Report - Bob Broomhall**

Secretary/Treasurer Bob Broomhall thanked attendees for submitting their activity and financial reports punctually. He notes that all chapters used the updated activity report, and around 80% adopted the new financial report. Bob described the goal of keeping financial reporting simple, especially since the club is not a corporation and does not need to file formal profit and loss statements. Instead, they advise recognizing Income in the year received while separately tracking how much of that money is committed to future years. Diane Biggs from Humber shared their chapter's promotional model, encouraging members to pay three years in advance at a discounted rate. The same tracking rules apply. List advance payments as forward revenue and record them without reconciling exact memberships with dollar amounts. This reflects a shift toward flexibility and simplicity in bookkeeping, reducing administrative burdens.

The discussion then transitioned to travel reimbursement policies for delegates attending the AGM. Delegates can claim mileage or airfare, including related expenses like taxis or airport parking, with reimbursements based on standard airfares (determined using tools like Skyscanner). Meals on travel days, hotel stays (3 nights), and incidental expenses (\$17/day) are also covered—but only for the delegate, not spouses or companions. Receipts are required for all claims. Although companions are welcome to attend shared meals and planned events, their

travel costs are not reimbursed by national or local chapters. The club also reiterates that alcohol is not reimbursable and must be covered personally.

All reports discussed were sent to the chapters via email in advance of the conference. Bob discussed this report at length, summarizing the opening balance, total Income, expenses, and closing balance. He then discussed and shared the Investments and tax status, stating that our current financial reporting aligns with nonprofit standards.

Bob then reviewed the chapter reports in detail, showing that the chapters are in strong financial shape. Also discussed were the income and expense categories. Income comes from membership dues, fundraising, bank interest, and event prepayments. Expenses are categorized as community donations, events, travel, office supplies, and tech costs. Bob stated that miscellaneous expenses of over \$500 should be explained separately on a chapter and national level.

Questions about how much went directly to the Community Foundation of Canada Post were raised, and it was discussed whether future financial reports should break out CPC donations from other charity donations. A note at the bottom of the financial form was proposed instead of adding more complexity to the main form.

Bob did request that all chapters report their investment holdings, bank name and address, and signing authorities. This helps with CRA audits and organizational continuity in case any issues should arise.

### **Scorecard System – Bob Broomhall**

Bob Broomhall discussed that the scorecard's primary purpose was to measure chapter performance, tied to financial incentives from Canada Post (approx. \$8,500/year), which have not been received for the past two years. Bob feels that the scorecard is useful, even without financial rewards; it provides benchmarks and drives engagement. He states that this year, the total number of points a chapter can earn is eighty-six due to the cancellation of the Santa Letter Writing program this past year.

The website's functionality also faced some challenges this past year. It was acknowledged as difficult to use due to being overly secure and locked down, limiting usability. Due to financial constraints, there are no plans to rebuild, though support from Marc Jacob is available.

A significant issue related to the CPC Foundation donations was discussed. There has been a lack of communication, lost or never-cashed cheques, and frequent staff turnover. Cindy Daoust offered some workarounds for this issue.

1. Email the Foundation beforehand so they know a check is coming.
2. Use a priority shipping label issued by the Foundation upon request.
3. Send donation checks directly to a national coordinator, who will ensure delivery.
4. Donate through local post offices during the May campaign, which:
  - Keeps funds in the province.
  - Helps local post offices meet their targets.
  - It still qualifies for points.

Several members question the ethics of incentivizing donations to an unreliable or unresponsive organization. There is a suggestion to revisit the points system, especially if Canada Post no longer rewards high-performing chapters. The executive acknowledged that future changes to the scorecard will be discussed, particularly considering the shift in support from Canada Post.

## **Scholarship Program – Eldred Holmes**

Eldred Holmes distributed a printed sheet outlining the program's structure, which has been in place since 2018. This year marked a record year for applications, with 20 received. However, 9 were disqualified during the screening process, leaving 11 valid entries. Three scholarships were awarded.

Applicants must submit 2 letters of reference (one from school and one from the community and their application must be sent by regular mail, postmarked by June 30, 2025. French documents are available, and all materials are posted on the Heritage Club website. Eldred also stated that there has been a lack of applications from the Quebec provinces and welcomed any feedback as to how to improve this.

He announced that 2025 will be his final year as Scholarship Coordinator after eight years. A new coordinator will be trained and in place by early fall 2025, ready to manage the 2026 program with updated contact systems and documentation.

## **belairdirect & Medoc Insurance – Lynn Nasralla**

Lynn Nasralla presented a company overview stating that belairdirect is now under Intact Financial Corporation. She noted the distinction between group coverage for Heritage members and retail members. There are preferred benefits for Heritage Club members, such as unlimited bicycle coverage and \$20,000 jewelry coverage. BrokerLink is available for specialized insurance needs.

The rebranding from Johnson to belairdirect was a success, with the customer base increasing significantly. Quebec saw significant growth due to better brand recognition. In 2024, sales quotes rose from 1200 to 3200, and policies sold went from 324 the previous year to 832 in 2024.

Lynn discussed the fact that Johnson-MEDOC is being rebranded to Belair Travel Insurance effective July 1. There will be no change in policy content, coverage, or support team. However, there will be an approximate 10% rate increase due to currency fluctuation and U.S. medical inflation.

Several new enhancements are coming forward, such as updated digital systems and a member platform in 2026, along with improved claims tracking, renewals, and usability. App enhancements are also planned for mobile access to travel insurance. There will also be ongoing discussions on ensuring members are in good standing to qualify for group benefits, including more potent reminders.

Lastly, Lynn stated that 2024 was a record-breaking year for contributions and ASA funding. She presented Bob Broomhall, earlier with a sizable cheque.

## **Claims Process Clarification**

- Medical claims go to Canada Life first (for the employer health plan portion).
- If additional coverage is needed (beyond \$100K or \$250K limits), Medoc kicks in.
- For trip cancellation, baggage, etc., go directly to belairdirect / Global Excel.
- Problem: Canada Life has long hold times (30+ mins), unlike previous providers.
  - Bel Air used to stay on the line and help — now they must transfer and hang up.
  - Bel Air has an internal escalation email to flag unresolved or mishandled claims.

### **Membership Data – Marc Jacob**

Marc handed out hard copies in both English and French to all presidents and discussed the numbers for 2024.

- **466** new members in 2024, which is a decrease from 600+ in 2023.
- **229** online applications submitted via the website.
- **279** members updated their contact info via the website.
- Since 2020: **2,316** total new members

### **National Totals (As of Dec 31, 2024)**

- **19,574** total active members (regular + associate)
- **258** deceased
- **229** postal errors → Chapters are contacted for corrections
- Unresolved postal errors = member marked *inactive*

A question was asked about members not wanting to receive promotional mail. A possible solution was discussed: adding a checkbox or opt-out tag in the database. Holly Perreault will follow up with belairdirect to reactivate the opt-out tag in their database.

## **May 7, 2025**

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

Fred Danells discussed the Santa letter-writing program from this past year and the logistics that limited mail delivery due to distance and resources that would guarantee delivery before Christmas. This is why the corporation decided to cancel the program for 2024. A secondary issue arose around the unused stationery—estimated at nearly 2 million pieces—that was already printed for the 2024 program. Some coordinators strongly advised against reusing last year's stationery in 2025. The director in charge agreed and decided not to reuse the old materials. English and French stationery versions 1, 2, and 3 were all excluded from reuse. All letters received for Santa were sent to Ottawa for shredding.

The reply letter format for 2025 has been changed to a neutral, poster-sized version suitable for distribution before and after Christmas. EB-1, 2, and 3 documents have been finalized, and this letter will also serve as a foreign mail response. Despite his efforts to argue for using the remaining stationary types (EB1, 2, and 3), Fred admits they lost that battle.

### **Envelope Requests, Mailing Permits, and Logistic Uncertainty**

There was a discussion involving the distribution of envelopes this year and the complications arising from changes in mailing privileges and account numbers. Some envelopes have permit indicia that may no longer be valid, requiring stamps for the interim. Multiple people shared their mailing workarounds, including using stamps from Costco to save costs. There is mention of being allowed one bulk mailing per year, though details on when and how that will work are not yet finalized.

A few members voiced their concern about having to absorb mailing costs, with some already spending significant amounts on stamps due to the lack of clarity from the central office. The

general advice is to use existing envelopes with added stamps until confirmation on new accounts or permits is received.

## **Constitutional Amendment – Lloyd Rogowski**

### **Article 2 – Membership**

#### **Section 1**

Any person employed by Canada Post Corporation and who has 25 years service with Canada Post shall be eligible for membership.

#### **Proposed amendment**

### **Article 2 – Membership**

#### **Section 1**

Any person employed by Canada Post Corporation either full time or part time who has 20 years service with Canada Post shall be eligible for membership.

A motion was made to accept this amendment, all voted and accepted.

## **Canada Post Vice-President. Micheal Butera, Pension Plan**

Chief Investment Officer Michael Butera presented an overview of the Canada Post Pension Plan via Zoom call. Michael has been the CIO since 2001 and has a mandate that focuses on long-term pension security over short-term performance. He has a team of 60 professionals, with an emphasis on internal management. Listed below are the main takeaways from this presentation.

### **1. Leadership & Strategic Mandate**

- **CIO:** Michael Butera (in role since 2001)
- **Mandate:** Focus on long-term pension security over short-term performance
- **Team Size:** ~60 professionals; emphasis on internal management
- **Target Return:** 6–6.5% annually
- **Key Insight:** ~70% of pension benefits are investment-funded; 30% from contributions.

### **2. Assets Under Management & Portfolio Breakdown**

- **Total AUM:** ~\$32 billion
- **Portfolio Composition:**
  - Fixed Income – 40%
  - Canadian Equities – 10%
  - Real Estate – 10%
  - Remainder in Private Equity, Infrastructure, etc.
- **Domestic Focus:** 60–70% of assets held in Canada.

### **3. Risk Management Overview**

- **Risk Team:** 5-member group, supported by technology and analytics
- **Currency Strategy:** Hedging in major FX (USD, EUR, GBP, JPY)
- **Interest Rate Risk:** Managed via bond strategies aligned with liabilities
- **Leverage:** Utilized moderately through contracts (no borrowing)
- **Equity Volatility:** Managed with selective hedging strategies

### **4. ESG (Environment, Social and Governance) & Climate Strategy**

- **Approach:** Active engagement rather than asset exclusion
- **Initiatives:** Climate Action Plan and carbon footprint measurement in progress
- **Outlook:** ESG investments expected to grow over time

## 5. Plan Financial Health

- **Regulatory Oversight:** Office of the Superintendent of Financial Institutions (OSFI)
- **Solvency Ratio (2024):** 108%
- **Going Concern Surplus:** 130%
- **Employer Contribution Holiday:** In effect since 2023 due to surplus

## 6. Governance Structure

- **Pension Committee:** Provides strategic oversight.
- **Investment Advisory Committee:** Offers input (non-decision-making)
- **Pension Advisory Council (PAC):** Includes employee and retiree representatives.

## 7. FAQs & Clarifications

- **RRSPs vs. Pension:** Defined Benefit plan remains intact; RRSPs unaffected.
- **Corporate Insolvency:** Pension fund is independent and legally protected; fallback to the Government of Canada
- **Solvency Relief (2018–2022):** Temporary measure now resolved.
- **U.S. Market Exposure:** Reduced during volatility; cautious long-term stance.

## 8. Key Takeaway

CIO Michael Butera emphasized the Plan's strong Foundation, conservative investment strategy, and focus on transparency and stability. The fund is well-capitalized and positioned to meet long-term pension obligations successfully.

## HearingLife Affinity Group Presentation – Cheryl Anderson and Laurie Van Wyk

Laurie and Cheryl started their presentation with the basics of the ear's workings, common issues (e.g., wax buildup, Tinnitus), and warning signs of hearing loss. They discussed tinnitus-specific problems and listed the causes and triggers that affect it. They stated that 60% of Canadians aged 19-79 report some hearing loss.

Hearing loss can be prevented by using earplugs, having annual hearing tests, and being aware of gradual hearing loss. Technology such as hearing aids, apps, and other innovations can enhance hearing in noisy environments.

Heritage Club members will receive an extra 10% discount through Hearing Life and any other promotions, as well as free tests and custom ear protection.

Presidents can ask Hearing Life representatives to attend their meetings and do presentations for their membership.

## Specsavers Affinity Group Presentation

Specsavers has been in Canada since 2002 and has 150+ stores with plans to reach 200. They offer eye exams for \$99, including an OCT 3D eye scan, at no extra cost. They have a 2-Year quality guarantee and 100 day no worries, no fuss guarantee. Specsavers offers direct billing to benefit plans and online booking. They are also open weekends and evenings. As a Canada Post Heritage Club member, you also qualify for 60% off lens upgrades and in-store offers such as our two pairs of glasses for \$149! Members must present proof of membership with Canada Post Heritage Club (membership ID card) at all Specsavers locations in Ontario, British Columbia, Alberta, and Manitoba to receive 60% off lens upgrades. Promo Code is 202401



Plans include online try-on tools, e-commerce, and entry into new provinces, specifically Saskatchewan and Quebec.

### **.Canada Post Grant & Mailing Privileges – Bob Broomhall**

Canada Post officially declined the \$50,000 annual grant for this year. The electronic Statement of Mailing (SOM) was disabled, and reset efforts failed due to confusion about account ownership. Canada Post granted one free mailing as a goodwill gesture; however, execution details remain unclear. A corporate representative now manages the mailing account; a new account setup could affect stationery and operations. Canada Post indicated possible partial funding, but no specifics have been provided. There is uncertainty regarding the amount, timeline, and eligibility.

This has caused communication challenges, with mailing remaining critical due to demographic realities: many members lack access to email or printers. The Email-only strategies have been ineffective for some chapters. Mailing Cost Reduction Suggestions were discussed:

- Use #10 standard envelopes to reduce postage:
  - Regular (bulk): ~\$1.24 | Single: \$1.44 | Oversize: \$2.61+
- Consider reducing newsletter frequency.
- Encourage email distribution where feasible.
- Proposal: Final notice to unpaid members to prompt dues payment or removal from the mailing list.

There was discussion over stopping newsletters for non-paying members. However, this will reduce membership levels, which could impact partnerships (e.g., belairdirect, GoodLife, Specsavers).

Proposed Cost-Saving Measures were made:

1. Hold AGM every 2 years, saving ~\$40,000 annually.
2. Relief Funding Model (Proposed):
  - Based on dues collected, not membership count:
    - < \$2,500 in dues → \$1,250 relief
    - \$2,500–\$7,000 → \$1,000 relief
    - \$7,000 → \$750 relief

This proposal raised concerns that reduced incentives could demotivate membership recruitment. The traditional model was that more members equaled more funding, whereas the new model was seen as rewarding smaller revenue bases. Small chapters are struggling with rising postage and printing costs. Most are shifting to email newsletters, though effectiveness is mixed, and member surveys show 60–70% still prefer physical mail. Digital-only chapters experienced a drastic drop in renewals.

### **Financial Relief & Decision**

A motion was passed and voted that all active chapters receive \$1,000 in equal relief funding. This would be a temporary reduction from the \$50,000 → \$25,000 total relief pool. The goal is to maintain national reserves and future stability.

Chapter Cost-Saving Tactics were suggested, such as reducing subsidies (e.g., lunches from \$15 → \$10), cutting donations (e.g., from \$300 → \$200), increasing event fees, and holding the AGM near the Ontario-Quebec borders where 13 chapters can drive.

There is no one-size-fits-all solution.

The presidents voiced disappointment and sadness at reduced corporate support and concerns about the club's loss of social and charitable value.

### **AGM Frequency**

A motion was proposed and supported: The AGM should be held biannually, with interim virtual meetings (e.g., via Zoom) encouraged. This proposal will save the national \$40000 annually.

### **Relationship with Canada Post**

#### **Cindy Daoust Proposal**

- Heritage Club should present a unified front in negotiations with Canada Post.
- Proposed sending a collective letter stating that all Canada Post program support will be suspended (e.g., Foundation involvement, donations, community breakfasts, and the Santa Letter Program).
- Acknowledged resistance within chapters to discontinuing the Santa program, but emphasized that including it as part of the threat must be taken seriously.

Challenges were identified, and every member in attendance had the opportunity to state their opinion. Most members have 25 years of service. They are a face for Canada Post when fundraising and volunteering, and provide a platform for retirees who have dedicated their livelihood to Canada Post.

A motion was made for the National President to send another letter to the corporation, in which he would discuss the AGM results and their hesitation to participate in any Canada Post programs based on their decision to suspend our mailing privileges and grant.

### **Elections**

Three positions were up for election this term: Secretary/Treasurer, first Vice President, and third Vice President. Bob Broomhall was nominated and accepted the position of Secretary/Treasurer. Anna Huang was nominated and accepted the position of First Vice President, and Marc Jacob was nominated and accepted the position of Third Vice President.

Meeting adjourned