

CAGP London Roundtable
Minutes
Wednesday April 20, 2011 8:30-10:00 am
TD Waterhouse

Present: Rachel Bayley, Ryan Fraser (joined meeting in progress), Sue McLean, Lisa Mazurek
Regrets: Lorie College, Joanne Beaton

1. Adoption of Agenda:

- 2. Approval of Minutes:** minutes from meeting of March 11, 2011 not previously circulated, but were reviewed orally. Substantive issues captured were speaker ideas for next year: Kim is working on David Hartley on compliance issues for charities and Dove. For the professional advisor's breakfast, Ryan was going to work on confirming interest of Brett Wilson from Dragon's Den. Alternate speaker suggestion for the breakfast was Gino Francolini. Rent for Windermere going up for fall/2011 to \$100 meeting fee per usage – see budget minutes below on discussion.

3. Correspondence & Chair's Update

- Round Table Work Plan: key strategy to be reviewed at all future executive meetings and highlights shared with membership. These are the key strategies for rt's as developed through rt's and by Diane McDonald and the national board of directors for CAGP. A copy of the workplan is attached with comments on current London implementation. Action items to be further developed/discussed but immediate recommendations include:
 1. Joanne: do you have Fanshawe/UWO contacts to offer a student rate. Executive in attendance felt that \$20 student rate was reasonable offer;
 2. Mentorship program should likely fall under Membership's role. I can kick this off as a project after May/LAL to canvas for interest from members.
 3. To support networking we suggest we use round tables in our education sessions to better promote group discussion.
 4. Media focus might fall under heading for Communication chair. We haven't filled this post in recent years, but nomination committee could with executive team support look for candidates with some media awareness. This role would include promoting linked in.
- Update on Professional Advisors Membership breakfast:
Ryan in contact via twitter with Brett Wilson. Idea developed later in meeting to support joint meeting with Brett Wilson and Dwayne Osborne in a half day session – would draw in professional advisor audience and would offer good technical content.
- Conference highlights:
 - Kim as sponsored participant enjoyed the conference tremendously;
 - Suggestion to look into changing AGM to March as is done in some rt's to allow incoming chair chance to attend conference.

To be explored for 2011/12 by Rachel asking Jennifer and as needed, obtaining executive, then membership support and discussing at June 2011 AGM.

- Sample pieces circulated produced by various rt's on educational offerings;
- Reviewed RT sample event kit (in volunteer resource centre) including Speaker Agreement, thank you template letter, compensation policy, CFRE/the Institute tracking info, credit card payment sheet, survey, regonline Q&A and instructions;
- Ryan recommends speakers Jill McAlpine from PWC on planning with business owners, Mark Bloomberg "fine line between creativity and fraud", Susan Manwaring on social enterprise, suggested topic of elder abuse;
- Susan mentioned Catherine Dorais-Plesko's work on mentorship through LRFRE – executive mentioned this would be a great speaker topic as part of rt business review;
- Rachel briefly reviewed national's 2010 member survey stats on demographics and key findings. Recommend this as topic for an rt strategic planning session.
- **Best practices and activities** cross country from 2011 chair's session to be viewed as an idea bank are noted below. I'm very proud as we do an awesome job as an rt!
- **Networking:** mixer nights, "philanthropy after 5", June and Dec socials, cross sessions with Estate Planner's Councils and AFP, wine and cheese meetings;
- **LAL parterships:** Vancouver \$500 elite partnership details location of their article in insert and listed on their website; Regina reduced tiered partnership prices from \$1,500 to \$500 and \$1,000 down to \$300; Toronto charges each charity to submit their articles; Montreal charges \$325 to be in their director and has 165 partners;
- **LAL activities:** Timiskaming charity fair "What would you do with your legacy" with radio and local donor promotion; library speaker series, some with Advisor/Charity partners co-presenting; library series free to public, promoted in separate publications with free printed cloth grocery bags with LAL logo given away; GWL paid for ad in insert in addition to sponsorship; Montreal: 2 psa's aired in May/November, plus surveyed members, booklet to notaries on "everything about estates"; Vancouver hired communications consultant.
- **Mentorship programs:** Vancouver and Toronto: GTA's program notes available;
- **Speaker ideas:** Malcolm Burrows from Scotia visited half of rt's in 2011; panel with Public Guardian and Trustee, lawyer and accountant; brown bag lunch series of 7 sessions for new charity reps on how to set up your own gift planning program; executor's role by Patricia Lovett Reid; George's Tree by author; Fraser Green's "Passion Makeover"; Lorna Somers; Dwayne Osborne; Michele Osborne;

Halifax “Planned Giving made Reel Easy” featuring movies Cheaper by the Dozen (tax tips); Pay it Forward; It’s a Wonderful Life (life ins) and 40 year old virgin (best donor);

- Branding a funeral home executor’s guide with LAL and selling it to all professionals;
- Kaizen conference offered in Winnipeg with 85 people attending headlined by Frank Minton and phenomenal speaker from US (name: Drummond?)
- Waterloo produced 125 binders given to professional advisors and members with charity/advisor bios, mission statement, contact info. Idea could also be done on a memory stick;
- Halifax had all local mayors proclaim “Leave a Legacy month”;
- Senior expo with booth and presentation on senior’s advocacy

- Member at Large – prospects noted and will be confirmed through the nomination process
- Nominating Committee for 2011/12 year: Sue, Ryan, Rachel. Plan to be developed including expansion of LAL committee to share workload.

4. **Sponsorship:** question back to Lorie on what is included for BMO for Marvi Ricker luncheon

5. **Treasurer’s Report**

- Lisa working on annual report. Summarizing shows that lunch and learn expenses were \$2,768 compared with meeting fees collected of \$2,769. Way to manage that budget Lisa!
- Updated entries circulated. To date bank account balance is \$8,742.05
- Discussion that Lisa will send financials in advance and take questions from the floor at AGM. Our fiscal y/e is January 31st.
- Re \$100 meeting fee at Windermere, recommend increasing fees to \$30 for members, \$40 for non-members unless sponsorship helps offset additional expense.

6. **Education Report**

- Next education session: Charity Law Highlights with Terry Carter June 10/11. Lorie has confirmed details for poster preparation.

7. **LEAVE A LEGACY™**

- **Article and insert update:** 24 pages and ad space filling up. Sue has completed editing and LFP is working on formatting. Will be available May 5th and Sue will bring some for May 6th event. We will not proceed with Londoner this year – confusion on shared ad process (they are separate).
- **Marvi Ricker luncheon:** 28 confirmed, but more tables expected to be booked. Joanne sent reminder eblast. Rachel to do eblast to EPC with poster. Sue/Lisa to bind up notecards with pink ribbon for tables. Lisa checking on whether there is space for booths to be set up if people interested. Lisa confirmed av needs with

Marvi/Windermere. Ryan promoting through GWL/F 55 Gold Associates and putting table together. Joanne still trying to get confirmation this is CFRE credit seminar. GWL speaker confirmed. Rachel to get gift for Marvi of wine in addition to contribution to her charity of choice. Sue will review, print and bring name badges for members. Lisa buying name badges for guests/others. Order of speakers for the event:

Sue: greetings as LAL chair and from roundtable

Ryan: introduce with bio Sondra from GWL, national LAL sponsor

Rachel: introduce Paul Hebert, lunch sponsor, who will introduce Marvi Ricker

Lisa: wrap up and thanks

- Sue and Lisa presenting to LRFRE on LAL May 19th.
- Bus ad success – spot them around town

Just a word of thanks to both Sue and Lisa for an outstanding job finalizing the details for our LAL program this year, with support from Lorie obtaining and organizing our speaker, Joanne for sending posters/CFRE, etc. This is a fantastic program thanks your efforts.

8. **Membership**

9. **New Business:** Photos...please send in head shots so we can update our website.

10. **Next Executive Meeting**

- Proposed meeting is May 6th, after guests have cleared out from Marvi Ricker luncheon, followed by Nominating Committee discussion