

President's Report – March 21, 2023 – March 25, 2024

March 20, 2023 – AGM

March 28, 2023 – Board Meeting

Meeting held to determine board positions and terms for those nominated at the AGM.

Deb Nilsen – President – 1 year

Marian Muir – Vice President – 2 years

Deb Tomlinson – Secretary – 1 year

Rose Bowker – Treasurer and Advocacy – 2 years

Ben Wiebe – Director and Webmaster – 1 year

Cameron Sutherland – Director and Webmaster – 2 years

Eileen Leinweber – Director – 1 year

May 11, 2023 – Meet the Candidates - Zoom Meeting

Spoke with several of the candidates regarding why they are running for director positions with national office, what they have to offer and why they decided to run for the position. Final nominees will be elected at the AMM taking place in June.

May 16-18, 2023 – District Conference – Deb N., Deb T., and Rose attended.

Guest Speaker Isobel Mackenzie, the BC Seniors Advocate spoke to us about the challenges of long-term care and what they are trying to achieve in that respect. Seniors now represent 20% of the population and will reach 30% within the next 5 years.

Sayward Montague, the Director of Advocacy and Amy Baldry, the Advocacy co-ordinator from N.O (National Office) and Renate Wutherland, our BC Advocacy Program Officer attended to discuss the current Advocacy priorities. We took part in Advocacy training, discussed best practices, and discussed what worked well and what didn't, etc. We were asked to do a presentation of our success story regarding the town hall held for the 2019 election. 2 other branches also did presentations. Sayward also mentioned that they are now in negotiations regarding an update to our dental plan.

Andrew McGillvary, the Director of Communications, Marketing and Recruitment N.O. spoke about the challenge of upgrading the website as many members find it confusing and hard to navigate. They are looking at updating the website and are trying to figure out the best way to go. He also spoke about the recruitment challenges facing our association and that they are working on a national strategy in this regard. The good news is that we are growing our membership again after a few years of losing members.

He also mentioned that they are negotiating having Rogers as our new phone partner and we have a new partner for Vision, Iris Advantage, effective July 1st.

Donna Hansen, Director of Human Resources and Volunteers did a short presentation around finding a way to recruit volunteers to help in our branches.

We heard presentations from 2 of our partners, Cheryl Anderson with Hearing Life and Shawn from Johnson Insurance who did a wonderful presentation on the Medoc Insurance. He noted that we get access to Perkopolis when join Medoc and that there will be a 60th anniversary travel contest coming up.

There was a president's forum where the main conversation focused on resolutions for the upcoming AMM. The other attendees did a round table during that time.

Our national president, Roy Goodall, updated us on what's happening nationally, and took questions from the floor.

May 24, 2023 – Board Meeting

June 12, 2023 – Member Meeting – minutes available of website

June 19-23, 2023 – AMM

President's Report – Roy Goodall

PSHCP renewal, Core Branch functions survey was completed by 71 of the 79 branches and results will be shared with branches in December, participated in the founding convention of the Canadian Coalition Against Ageism (CCOA) and working on a renewed strategic plan that should be completed by the end of 2023.

CEO Report – Anthony Pizzino

Membership: 168, 345 members with 11, 547 recruited this past year, an increase of 1.1%. Membership retention rate was 94.2%. Word of mouth is important as is our mega recruitment drive.

Visibility: We need to create better visibility of our association. We had success in different media outlets including the Ottawa Citizen, the Hill Times, Le Droit and the Globe and Mail. The op-eds included veterans, long-term care, combatting ageism and celebrating NPSW. Also using social media platforms for a greater reach and we need to expand this effort.

Combating Ageism: Need to shift societal perceptions of older people, advocate for improved rights, more positive health outcomes, better protections and services and promote an intergenerational understanding and respect.

Volunteerism: Need to strengthen our volunteer base and provide training and opportunities for skill development. This past year we submitted the association's application for certification under the Canadian Code for Volunteer Involvement (CCVI) to Volunteer Canada. The Association is now recognized as an adoptee of the code and is the only retiree association featured prominently on the Volunteer Canada website.

PSHCP: New plan with Canada Life, now turning our attention to a new dental plan.

60 Year Anniversary: Celebrating our achievements and successes are important. We will continue to assess the evolving needs of our members and volunteers to help ensure our advocacy efforts align with our priorities.

Treasurer's Report - Sylvie Dobinson and Jacques Lambert

Presented the financial statements, budget for coming year, etc. Welch LLP audited the financial statements. National Office is in the process of attaining bids from firms to do the audits and recommendations will be made at the next AMM for appointment of the Association's auditors for 2024.

Advocacy – Keynote Speaker was Perry Tsergas, President and CEO of spark*advocacy. He noted that for the last election millennials were the largest democratic voting block with 29-30% of millennials eligible to vote doing so. During his research he discovered that in general, 45% of the population cannot live without their phones, 45% check their phones at least once every 30 minutes, 73% use electronic devices 3-4 hours a day, 50% no longer have cable or satellite and 61% get their daily news through facebook and Instagram. Those 36 or older get their news through tv (62%) but those 35 and under get their news from facebook, Instagram and twitter (37%). Those 30 and under trust information from social media, not the news, print media, local news, tv, etc. So for political purposes, it's important that politicians must use social media in order to be successful in being elected. Current surveys show that if an election were held now (June 2023) the voting estimates 35% Conservative, 28% Liberal, 21% NDP, 7% BQ, 4% PP, 4% Green and 1% other.

For NAFR Advocacy, it is Important we stay in contact with our MPs and promote our issues.

In discussing advocacy with MPs, some best practises were discussed: Be Relevant, Be Hopeful and Optimistic, Show and Tell, Keep It Simple, and Meet Your Audience Where They Are.

President's Forum – Need for our organization to continue and advocacy is our powerhouse. We discussed the evolution of governance, and our current organizational structure is not working. There are 79 branches, all volunteer driven. The branches are aging and statistics show that Gen X is not as committed to volunteer. Discussed some ideas: perhaps satellite offices, try to find a new way to attract new volunteers, use

social media to recruit new members, review branch catchment areas, level up the website, simplify the VIP portal, make it easier to find the list of contacts for the offices, maybe have a Q and A section added to the website, have a dedicated team for advocacy, target the unions, use a parliamentary system where every member gets a vote. Some of the challenges we face: training, (CRM, where to find useful information, financial training, advocacy training) We need to get information into government offices again, spread the word and provide information on our association, access unions, improve communications with national office and other branches, etc.

Resolutions: Included board authority to adjust membership fees based on indexing, permanent promotion for members joining, (1st year free), district director duties and responsibilities, statement on equity, diversity, and inclusion, profile of key leadership skills for officers, currency exchange program, growing the association, branch structure, authorize branches to process membership.

BC New District Director: Scott Hodges replaces Brian Strongman whose term was up.

September 11, 2023 – Board meeting

September 25, 2023 – Member meeting – minutes available on website

October 10, 2023 – meeting regarding 60th anniversary celebration taking place on October 18th.

October 18, 2023 – 60th Anniversary Celebration 10:00 – 12:00 at the Brunswick Seniors Centre

November 27, 2023 – Board meeting

December 11, 2023 – Christmas Luncheon. Recognized the following volunteers: Deb Nilsen, 5 years, Rose Bowker, 5 years, Marilyn Hinton for assistance in phoning members regarding upcoming events and Richard Leinweber, George Hohnisch and Stephen Hryciuk for assistance with 60th NAFR/150th RCMP anniversary event.

January 31, 2024 – attended the Year End Branch Treasurer zoom Webinar

February 21, 2024 – BIRAC application sent in re: extra funding request for travel west and south

February 27, 2024 – attended the BC Elections Advocacy Zoom Meeting

March 4, 2024 – Board Meeting

March 25, 2024 – AGM Meeting