

Deborah Brenton, Executive Assistant
Annual Report to the Business Meeting
Syracuse, New York, October 19, 2010

I am very pleased to file my second report to the Board of Directors of the Poplar Council of Canada. The Executive Assistant's responsibilities include managing the daily operations of the office; membership and associated services; coordinating permanent files and membership databases; preparing agendas and recording minutes for meetings; maintaining a library of technical information; responding to and providing referrals to information requests; soliciting articles, editing and formatting the newsletter, as well as maintaining accurate financial records of all bank accounts, accounts payable and receivables. The Executive Assistant is also responsible for conference services including registration, events planning and organization.

Membership

The Poplar Council welcomed a total of 10 new Individual members this year – Kokouvi Adonsou, Carmela Arevalo, John Doornbos, Gerard Fournier, Nathalie Isabel, Richard Krygier, Jared LeBoldus, Vincent Maurin, Glen Stanosz and Larry White. Currently, the Corporate membership stands at 12 with 42 Affiliates, Individual membership totals 27, with 3 Associate members. This year the Poplar Council made a decision to change from a fiscal year end to a calendar year end, and as an incentive to all of the long standing members of the Council, members' dues for 2010 were extended until December 31, 2011. Please feel free to visit the website at www.poplar.ca/members for contact information for current and new members.

Highlights of 2010

This year was a very active year for the Council. In May, the Council held a Strategic Planning meeting in Edmonton and hosted 26 people from across Canada and the U.S. for a 2-day planning session to determine the strategic goals of the Council going forward. It was an especially productive and successful event.

This year as well, the Council made the decision to invest in promotional materials to market the organization through the purchase of hats and t-shirts. These products can be purchased through the website or at other PCC events throughout the year.

A newsletter was published in the winter of 2010, and another one should be rolling off the presses upon my return to Canada.

Conclusion

I would like to especially thank Barb Thomas and the other members of the Executive Committee of the PCC for their patience, guidance and understanding throughout this past year. I also look forward to working with the Council, the Executive Committee, and all of the members in the upcoming year.