
**DIRECTOR's Meeting
Conference Call
March 21, 2013
11:00 – 1:00 CST
MEETING MINUTES**

1. Call to Order

Sheila Reithmayer, Dick Ellis, Sheri Praski, Michel Lefebvre, John Deagle, Roland Rusnell, Dennis Althouse, Susan Harty, Paresh Thanawala (partial), Bud Latta (partial)

2. Approval of the Agenda

Agenda approved – moved by John Deagle, Roland Rusnell 2nd.

3. Minutes of Previous Meetings

a. Business arriving From Minutes

Moved to next meeting

4. Financial Information

a. 2012 Budget information – approval required

Accounting report received and financial advisor report received. Did well in 2012, special thanks to Ian for all his help and support. We should look into having an official audit done.

Roland moved that we accept report as presented, 2nd by John Deagle.

b. 2013 Budget – approval required

Comments from Paresh:

Draft budget is not acceptable. Needs to rework by cutting costs on conference and training expenses (venues and planning should occur 1 year ahead). My experience is 10% of revenue should be the target net profit – in our case the budget should show \$30,000 net profit. Trainer charges are high in recent years. Review increasing conference fee and seek more sponsors/booths + marketing. Why \$10,000 for speakers. We never pay nor do we cover travel (at AWMA/CPANS as there is marketing for speakers already).

Other discussion:

- 2013 budget Included dollars for committee initiatives,
- \$10,000 for conference speakers/keynotes...we have paid for keynote speakers and/or expenses and expected to again this year. Normally speakers receive a discounted conference rate, we generally do not pay them a speakers fee.
- 2014 budget should include the \$ amount recommended by the investment group, zeroing out net profit.

SWANA, Northern Light Chapter
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- 2011 vs 2012 training doubled - hard to predict how we will do in 2013 but generally agreed by most that the 2013 budget is adequate and probably conservative
- Roland moves to approve, Denis Althouse 2nd the motion, vote - Paresh opposes the motion.

5. Reports

a. President

Things going well, not involved much with conference will have a full report for conference meeting

b. I B Director

Midyear meeting is set for April 4 & 5th.

- Young Professional: SWANA looking for a YP to represent Division 2.
- BC-Yukon Chapter has put forth a name. We had asked Michelle Jelinski from Saskatoon, but she declined. Still an opportunity for someone to represent YP's with the Chapter.
- Training: several courses have been updated including MOLO.
The Transfer Station Course is to go through an update in 2013 as well as the Collection Course.
- SWANA is also developing a working committee to look at SWANA's training programs. If what is offered is relevant, if we should offer other courses, how they should be delivered. This is something that I've had discussions with SWANA staff and other IB reps about over the past several months. The intent is to stay a step ahead of competitor organizations with training programs.
- Chapters can now apply for membership to the Applied Research Foundation and members can benefit through the Chapter membership in the foundation.
- Jim was unable to attend Region 2 and Planning Committee Conference calls (1st time missed) due to day job schedules
- SWANA reports: we had some discussion about being able to submit annual reports on time to SWANA, particularly the financial report. SWANA recognizes the issue we have with our fiscal year end and being able to submit on time, and gives us some forgiveness, but nevertheless, we still get hounded. The Chapter finance committee should look at changing our fiscal year end and how we could practically do that so that we can meet our reporting obligations with SWANA.

c. Executive Director

LOC renewals are done for the end of 2012. Exam sitting in February completed, 3 AANDC sessions complete, meeting with Minister of Environment of Manitoba in April coming up, April 15 & 16th & Brandon presentation April 10th.

6. Unfinished Business

a. 2013 Conference

Technical program almost finished just need confirmation from the last few speakers, golf has been arranged for Wednesday morning, Sheri working on Wednesday afternoon workshop session with Ag Plastics, tradeshow mixer wed evening, formal opening Thursday morning, John skinner to be lunch speaker on Thursday. Edward Humes to be Thursday evening entertainment. Registration is open but numbers are low, if Directors could get staff to register and promote it would be good. Need to discuss tradeshow layout and make some decisions. Currently have about 10 booths booked but need to target more. Sheri to e-mail tradeshow prospectus to Directors for forwarding. Paresh recommends working on the newsletter and focusing on conference and advertising.

i. Outline

ii. Budget

iii. Sponsorship

Contacted all major potential sponsors but still need to do a follow up contact with them. Have approx. \$25,000 formally & informally in committed dollars in sponsorship.

b. 2014 Conference – work with SWRC?

Sheri sent email report looking at pros & cons of doing a joint conference with SWRC (see Attachment 1). 2014 conference to be in Saskatchewan. Could get some membership advantages by doing a joint conference. SWRC is interested in looking into this (but still needs to go through their Board).

Comments from Paresh: I prefer a standalone 2013 conference as it will maintain our profits and reduce personality/organizational turf battles significantly. If the meeting is in Saskatchewan, I want to propose a theme on Moving toward Zero Waste and can provide TPC role.

Comment from Jim (emailed prior to conference):

1. *“Conference Fee: delegate fees must be the swana rates (I believe our rates are higher), otherwise it is not viable. Delegates can register with either organization, but are able to attend all sessions, tradeshow events, and social events - evening social events should be additional fees though.*
2. *Each organization should have it's own technical sessions - however, they must be coordinated so topics are not repeated - may be we would need to each select a subject theme and stick to it.*

3. *Trade show: drawing from SWANA/APWA joint show in Boston, each party hands it's own trade show, but on the same floor*
4. *Training - may be opportunity to have a training week - but this would be swana only revenue and separate from conference revenues*
5. *Evening social events - probably best to have common events. lunches and coffee breaks in trade show rooms*
6. *Cost & revenue Sharing: some agreement would need to be worked out up front. many ways to look at it, but it has to be fair to both parties - I don't know what's best. There are risks*

As I see it, there's opportunity to draw non-swana members in Saskatchewan to SWANA and maybe grow some memberships. The drawbacks have to do with financial. "

Possible venues are Ramada, Delta, the hotel across from the Casino?, Dick has been to quite a few SWRC events and they are generally good events, profit may be lower but may balance out as opposed to having a lower attendance if we were to choose a date a few weeks on either side of a standalone SWRC conference. There are quite a few other conferences offered in the spring in Regina. Could consider holding conference in the fall but past experience has been that the attendance is not as good. Would be a nice benefit for our members (2 for 1). We could give this a try for 2014 and if it works good we could do it for future years.

Agreed to go ahead and do this – motion by Roland to move.

Sheri to meet with Susan to pick venue

c. Annual Reports to SWANA

Reports have been completed and submitted

d. Ag Plastics

Looking to set up a workshop as part of our 2013 conference - Sheri is working on this.

John is having trouble getting interest in this program. Dick met with AB Care & Minister of Environment this looks like it may be quite a ways away, costs are expensive.

7. New Business

a. Policy Manual

- i. **Review of Policy Manual and Mission Statements** (distributed at November 22nd meeting – comments?)

John Deagle would like bigger binders to include budget and other info. Should look into posting budget etc to Directors extranet website

- ii. **Board Member Roles and Responsibilities** – see SWANA Northern Lights Chapter Roles & Responsibilities (Dick)

Looks good, need to format and post.

Susan approved and moved, 2nd by Bud

iii. **SWANA Northern Lights Chapter Faculty Policy**(Jim)

Approved and moved by Roland, 2nd Susan

iv. **Conference Planning Policy**

Comments regarding the sentence: “The conference is intended to generate operating funds for the SWANA-NLC and at no time should it put SWANA-NLC finances at risk.” – should this be left in, out, revised? Let’s revise this to read: Conference is intended to generate operating funds for the SWANA NLC.

Approved and moved as amended by Roland, 2nd John

v. **Board Structure Policy**

Changed last year: originally 4 directors listed in every province or territory changed to 2 per province/territory and Directors at Large. Should update to show terms, Directors (2 years) & Directors at Large (1 year).

Defer this item to the in-person meeting in June – motioned by Susan, 2nd by Bud

vi. **AGM Procedure Policy**

Change: announce executive each year based on another policy. Add note about when annual awards will be presented.

Motion to accept as amended by Roland, 2nd Susan

vii. **Faculty Reimbursement & Honorariums Policy (NEW)**

Motion to accept by John, 2nd by Roland

b. **AANDC Training(Training Committee) – update**

4 training sessions completed in 2012/2013. Regina - 14 tribes represented all went well, Prince Albert - 20 tribes represented all went well good feedback from both.

Pukawatagan, MB - had 3 people attend all was successful but would have liked to have more than 3 attendees.

c. **Manitoba Presentation** (Jacques Trudeau) – update (letter attached)

Good opportunity to meet with MB government.

d. **Leachate Management Course**(Training Committee-experts)

Jim, Tammi, Susan to work on this. EWMCE and SWANA to partnership on this course, targeting for a March date in Edmonton.

e. **SWANA Rodeo** – preparation for 2014?

Susan & Bill working on this. Susan interested in attending one of the US Rodeo’s maybe our chapter could find a way to send someone to represent our chapter. Would be good if we could have a Rodeo during our 2014 conference. Susan to meet with Bill to see how we initiate this and bring something to June meeting.

- f. **OWMA Partnership (Bill)**
Bill not in attendance
 - g. **WasteCon – ED?**
Approval to send Sheri? Agreed to send.
Motion by Roland, 2nd by Susan
 - h. **Newsletter**
Would like to get out in March, to be discussed with on Monday during conference planning meeting. Susan to submit article about someone retiring.
Comments from Paresh: Newsletter should not be delayed beyond March and should post announcement for upcoming elections (similar to last time)
8. **Information Items** (no comments or questions, skipped most of this section due to time)
- a. **Alberta Landfill Operator Certification**
 - b. **CEUs**
Roland to submit AANDC program to SWANA to get CEU's assigned to this course for SWANA certification.
 - c. **Future Training**
 - d. **Mentoring – program ideas**
 - e. **2014 Conference**
 - f. **Display opportunities**
 - g. **Committee Chair Reports**
9. **Next Meeting**

May 16, 2013 - 11:00am – 12:30pm

Attachment 1:

SWANA NLC Chapter Conference – SWRC reForum - Combined Conference

SWANA NLC Chapter conference rotates through the chapter Provinces. The conference was last in Saskatoon in 2010. The 2014 Conference is set to be in Saskatchewan, and as we were in Saskatoon in 2010, the plan is to be in Regina. The SWANA Conference is generally in Spring and has ranged from March to June.

The Saskatchewan Waste Reduction Council (SWRC) has recently gone from 2 smaller forums per year to 1 larger conference. This conference is in Saskatoon in 2013 and is planned for Regina in 2014. The SWRC Conference is generally in April.

The SWANA Canadian Symposium is scheduled for April 2014 in BC (first week)?

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Advantages of a Co-Conference	Disadvantages of a Co-Conference
A bigger, better show for our members.	Set ideas for Conferences based on past experiences (both).
Ability for both Councils to attract/network with new delegates.	SWANA conference generally a higher cost so concern for SWANA to charge too little and for SWRC to charge too much.
Will not be competing with each other (groups with limited resources will not have to choose a conference).	Will need to share profits – likely a disadvantage for SWANA and potentially an advantage for SWRC (based on past conference revenue).
Reduced staff time for both Councils.	Naming issues – have discussed option of both groups putting their name first on their websites for advertising purposes.
A targeted audience in Saskatchewan for SWANA.	Branding issues (SWRC just rebranded from the 2 forums to 1 conference 'reForum')
A broader audience for SWRC.	
Many overlapping themes and ideas.	
Broader audience for exhibitors – and larger tradeshow for delegates.	
2 for 1 for delegates	
Similar mandates	
Similar reputations	

Options:

- SWANA forgoes a Saskatchewan conference in 2014 (go to NWT?)
- SWANA goes back to Saskatoon for 2014 (will still affect each other's #s but may be slightly favorable for SWANA)
- SWRC plans for Moose Jaw instead of Regina – will be different venues but still to conferences within 3 – 4 month period.

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- Go it alone and ignore each other.
 - Move one conference to the fall – will cause issues for spring conference in 2015 ... also both have spring conferences so as not to conflict with many fall conferences ...
 - Potential themes –cooperation and partnerships themes ...

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