



CALGARY BRANCH BUSINESS PLAN
September 2008

Submitted by
Calgary Branch Executive Committee
October 7, 2008

APEGGA Mission

To serve society and protect the public by regulating, enhancing and providing leadership in the practice of the professions of engineering, geology, and geophysics.



APEGGA Vision

To be the focal organization which is the recognized leader of the engineering, geology and geophysics professions involved in the application of science and technology for the benefit of society within Alberta.



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Executive Summary

In harmony with the Calgary Branch Terms of Reference (see following) and meet our Business Plan objectives, the Branch Executive has planned the following goals and activities:

- Working with Outreach Department to promote science and technology in schools and industry
- Improving image of profession in community
- Providing information and mentoring to MIT's
- Providing network opportunities for members
- Providing professional development for members
- Providing a network and increasing communication between members and Council
- Promoting and supporting APEGGA's image and value to members
- Increasing member involvement in Branch activities
- Increasing joint events with other professional organizations and associations

Current issues (2008)

Sponsorship Guidelines

The Calgary Branch has recently completed a Sponsorship Guideline which provides guidance to the Branch for seeking appropriate sponsorship and ensures that sponsors present promotional materials in a manner which is informative to members but not overly obtrusive or commercial.

The main body of the sponsorship document provides general guidelines and several appendices have been included to provide more specific guidelines for specific events. Additional appendices will be added as necessary. The document can be made available to other branches on request.

ASET

The branch recognizes the importance developing relations with ASET and collaborates with ASET by consulting on events we could hold in concert. ASET and APEGGA members are welcome at each other's functions, and ASET advertises on APEGGA's events calendar.

ASET members are always welcome at our events; however ASET members may not be aware of these events. A goal for the coming business year is find ways to ensure that ASET members are made more aware of APEGGA events to which they are invited.

Engineers Without Borders

In co-operation with Engineers Without Borders the Calgary Branch hosted a Brown Bag information session in May 2008. The sold out session held at the Apegga Calgary Office offered APEGGA members an introduction to Engineers Without Borders. Based on the interest of this event the Branch is planning another session with Engineers Without Borders in the spring of 2009.

Ticket Prices

APEGGA Calgary Branch has been very successful with Lunch Presentations and PD Events, both in terms of attendance of members and guests, and sponsorship revenue. Despite rising costs, the branch has maintained ticket prices at \$35-\$36 since September 2005. Reasons for the ample attendance are the judicious selection of speakers and topics for presentation and our excellent network of volunteer ticket sellers.

Calgary Branch Terms of Reference (from Branch Manual)

Major Objective

Whereas the branches generally represent the Association in their geographic areas, they advance APEGGA's mission by assisting Council and Staff to carry out their responsibilities primarily in the areas of Communications, Public Affairs and Professional Development.

Specific Goals

Branches, by themselves or in conjunction with other APEGGA groups, focus on two audiences – the public and members. The activities to support these goals will vary by Branch.

Public

1. Promote science and technology in local schools, as part of APEGGA's Outreach Program under the direction of APEGGA's Outreach Coordinators.
2. Enhance and promote the image of the professions in their communities, as part of APEGGA's strategic initiative under the direction of APEGGA's Communication & Public Affairs Department.

Members

1. Provide information and mentoring to MITs, as part of APEGGA's Mentoring Program under the direction of the Professional Development Department.
2. Provide opportunities to network with members and the public in order to assist career development, to problem solve and to understand the other professions in the Association.
3. Provide local professional development and other programming needs tailored to the branch members' needs, as part of APEGGA's Professional Development Program under the direction of the Professional Development Department.
4. Provide a conduit or network through which information can flow between the membership and Council and vice versa, under the direction of the Executive Director or designate.
5. Enhance APEGGA's image and value to members and those who should and could be members, as part of APEGGA's strategic initiative to enhance the value and relevance of professional membership under the direction of various departments.
6. Increase member involvement in issues, committees and activities.

Principal Activities

Corresponding to the above number items, the activities can be summarized as follows:

Public

1. Conducting classroom instruction and experiments, sponsoring and judging science fairs and math competitions, sponsoring events during National Engineering Week.
2. Exhibiting at trade fairs, supporting charitable and other community based events.

Members

1. Recruit, train, connect, record and reward mentors and provide feedback on the Mentoring program.
2. Organize lunch and dinner meetings, PD Days and Evenings, golf tournaments, curling bonspiels, First Year College Transfer events and other social events.
3. Lunches, dinners, PD Days and Evenings.
4. One on one discussions, issue forums

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GOAL		
1. Public <i>1.1 Promote science & technology in local schools and industry.</i>		
ACTIVITY	LEADER	PROGRESS
<ul style="list-style-type: none"> ▪ Participate in judging and presentation of local APEGGA teacher awards. ▪ Attend Calgary Youth Science Fair. 	<ul style="list-style-type: none"> ▪ CBEC ▪ Outreach 	1. Annually, APEGGA Outreach, offers National Engineering & Geoscience Week, and Science Olympics, highlighting engineering, geoscience, science, math and technology. Contact Jeanne Keaschuk, Supervisor Outreach Program.

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GOAL		
ACTIVITY	LEADER	PROGRESS
1. Public <i>1.2 Enhance image of profession in the community.</i>		
1. President's Visit to the Calgary Branch	<ul style="list-style-type: none"> ▪ CBEC ▪ CBMC ▪ Outreach ▪ Branch Office 	1. Annually, APEGGA President offers his perspective on current issues at an event held downtown Calgary.

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GOAL		
ACTIVITY	LEADER	PROGRESS
<p>2. Members</p> <p><i>2.1 Provide information and mentoring to MITs under the direction of the Professional Development Department.</i></p>		
<p>1. Mentoring Activities 2. Periodic Professional Development Events</p>	<ul style="list-style-type: none"> ▪ CBEC 	<p>1. APEGGA offers a complete Mentoring program and conference administered from Edmonton Office. Contact N. (Nancy) Toth, M.A., CHRP.</p>

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GOAL

2. Members

*2.2 Provide opportunities to **network** with members and the public to assist in career development and understand the other professions in the Association.*

ACTIVITY	LEADER	PROGRESS
<ol style="list-style-type: none"> 1. Monthly Lunches 2. Periodic Professional Development Events 3. Golf Tournament 4. Ensure ASET members are invited to events 	<ul style="list-style-type: none"> ▪ CBEC ▪ CBMC ▪ Outreach ▪ Branch Office 	<p>1 & 2. Monthly lunch presentations and professional development events of industry and technical interest are offered at Calgary downtown and suburban locations, September to June. In the 2007-2008 season, 2,800 people attended. These events generate a small dollar surplus which is used to offset other Calgary Branch member expenses.</p> <p>3. The Calgary Branch Golf Tournament is held annually in September (2008 - Lynx Ridge Golf Club). Golf encourages participation and networking while enhancing the role of APEGGA with members and industry. The event targets to be cost neutral, and is partly funded through corporate sponsorships to reduce the cost to members.</p>

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GOAL		
2. Members <i>2.3 Provide local professional development as part of APEGGA's professional development program.</i>		
ACTIVITY	LEADER	PROGRESS
1. Periodic Professional Development Events	<ul style="list-style-type: none"> ▪ CBEC ▪ CBMC ▪ Outreach 	1. Presentations and professional development events of industry and technical interest are offered at Calgary downtowns or the Calgary Office, about 3-4 times per year. In the 2007-2008 season, 420 people attended.

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GOAL		
ACTIVITY	LEADER	PROGRESS
<p>2. Members <i>2.4 Provide a network whereby information can be communicated between the membership and Council.</i></p>		
1. Monthly Lunches	<ul style="list-style-type: none"> ▪ CBEC ▪ CBMC ▪ Outreach 	1. Monthly lunch presentations (offered at Calgary downtown and suburban locations) provide a venue for councillors to address members about APEGGA issues.

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GOAL		
2. Members <i>2.5 Enhance APEGGA's image and value to members.</i>		
ACTIVITY	LEADER	PROGRESS
1. Monthly Lunches 2. Periodic Professional Development Events 3. Golf Tournament 4. Submit article(s) for publication in the PEGG	<ul style="list-style-type: none"> ▪ CBEC ▪ CBMC ▪ Outreach ▪ Branch Office 	

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GOAL		
ACTIVITY	LEADER	PROGRESS
2. Members <i>2.6 Increase member involvement.</i>		
1. Monthly Lunches 2. Periodic Professional Development Events	<ul style="list-style-type: none"> ▪ CBEC ▪ CBMC ▪ Outreach ▪ Branch Office 	1 & 2. Monthly lunch presentations and professional development events. 3. The Calgary Branch Golf Tournament has sold out for the past two years.