Executive Director's Report – June 2014

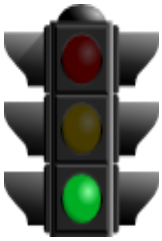
My thanks to all the ADRIA Board members who so actively supported our recent Conference and AGM activities. Congratulations to our new and returning Board members, and my sincere thanks to those who have stepped down from previously held positions. Your dedication and service to ADRIA has served to transition, stabilize and transform the organization towards reaching its stated goals and full potential.

Potential elements of this report that have been adequately addressed elsewhere in the Board's agenda are, for the most part, not included herein.

Dashboard displays will increasingly be incorporated into the Board presentation materials, and progressively linked to ADRIA's strategic plan and performance metrics. Dashboard metrics are intended to provide Board members with clear, succinct and meaningful data, charts and indicators upon which they may base their decisions, establish new initiatives, and provide strategic direction. It is important that the Board provide regular feedback and suggestions regarding the metrics presented – what's useful, what's not, and what's needed in the future.

Membership Report

Paul Conway, Executive Director
Truus Souman, Executive & Membership Coordinator



	Full Members	Associate Members	Total Members
Current (Jun 2014)	341	143	484
AGM (May 2014)	338	145	483
End-2013	328	151	479
End-2012	329	102	431
ADRIA start (Sep 2012)	311	92	403
2 years ago (AAMS)	354	113	467
3 years ago (AAMS)	333	104	437
Calgary & Southern AB	157 (46%)	57 (40%)	214 (44%)
Central & Northern AB	174 (51%)	82 (57%)	256 (53%)
Out-of-province	10	4	14 (3%)
ADRIA High (Jun 2014)	341	143	484
ADRIA Low (Jan 2013)	323	114	437
5-year high (Apr 2010)	355	151	506
5-year low (Sep 2012)	311	92	403

Membership continues to grow slowly and steadily - hopefully an indication of renewed and justifiable confidence in the organization and its leadership. Efforts to improve the member interface and front desk customer service have clearly paid off. Corrections were finally made to our database management system, allowing us to distinguish between regions – revealing the North/South imbalance was not as great as anticipated. Nonetheless, opportunities for membership growth in Calgary and Southern Alberta will be exploited in the second half of 2014, with specific strategies to be developed for this purpose – notably the targeting of non-member practitioners, legal firms, MRU graduates, potential and active learners. The issue of dual payment requirements to ADRIA and ADRIC, reported as an irritant to our members in the April ED report, will be discussed face-to-face with ADRIC this month. Corporate membership marketing materials are still in development for a summer release

Professional Development & Education

Tammy Borowiecki, Director Professional Development
Tasha Innes, Education Assistant

- The Professional Development and Education department is busy preparing for the launch of two new programs this July; ADRIA's new Communication in ADR 40-hour course and ADRIC's National Introductory Mediation Training 40-hour course.
    - Our intern Emily has been providing us with excellent editing services, taking the old Communications course material, re-organizing it based on our Instructors suggestions and providing us with a new, clean and professional manual and activity workbook.
    - We have 12 people already registered for our new Communications class and 5 for the Mediation course, and we have had a large number of phone calls and emails from people wanting to register for these programs in the fall.
    - We are starting to confirm dates with our Instructors for the core programs for the upcoming year. The final calendar will be posted on our website and registration for these classes will all be opened by early July.
- From April to June we successfully ran six specialty courses in Edmonton and one in Calgary. These included:
    - Conflict Resolution in the Oil & Gas Sector (11 students)
    - Court & Community Mediation (Edmonton: 7 students, Calgary: 4 students)
    - Co-Mediation (4 students)
    - Mediation Case Development (8 students)
    - Language & Behaviour (8 students)
    - Restorative Practices (10 students)

- Our core programs over the last couple of months have had very strong numbers, with 12 students participating in our ADR 110 course, 22 students in Negotiation and 22 currently completing our Mediation course.
- After extensive research, we have decided on a new database application that is cloud-based and secure to use as a replacement to our SharePoint system for Instructors & Coaches. This is the same app, *Knack*, that we are considering for our Directory and we believe it will function on a much higher level than SharePoint, allowing us to manage the hiring of our coaches much more efficiently.
- Our private training is still going strong, with PTI's one-day course being successfully delivered in May and a proposal to Daytona Group approved for training in December. We submitted the training materials to PHBIA last month and received great response from their project manager in charge of the contract.
- The Marsh/Aon insurance issue for our Instructors and Coaches has been successfully resolved, and will be discussed with ADRIC next week in Toronto.
- There is still a considerable amount of legacy work left on the ADRIC mediation and arbitration courses as we try to finalize the editing, logistics and other bits and pieces.
- The organization of the conference took a significant amount of time away from our education projects but we are happy to say it was a huge success. The learning from the conference and pre-conference was well received as shown by the mostly positive feedback from the survey we sent to attending members.
- Overall we are trying to put in place procedures and policies to streamline much of the educational workload. This has proven to be an exciting but challenging task.

Designations – March applications

C.Arb	Q.Arb	C.Med	Q.Med	Total
2	13	2	15	32

As previously reported, there has been great interest expressed in the new ADRIC National Mediation course to be launched this summer and, although the Q.Med has more rigorous criteria for approval compared to the Q.Arb, a similar boost to Full membership applications and upgrades is anticipated in September. The numbers reported above have not changed, although two(2) Q.Arb applications have not been advanced due to course failures, and one(1) Q.Med application was denied by the ADRIC Designation Committee.

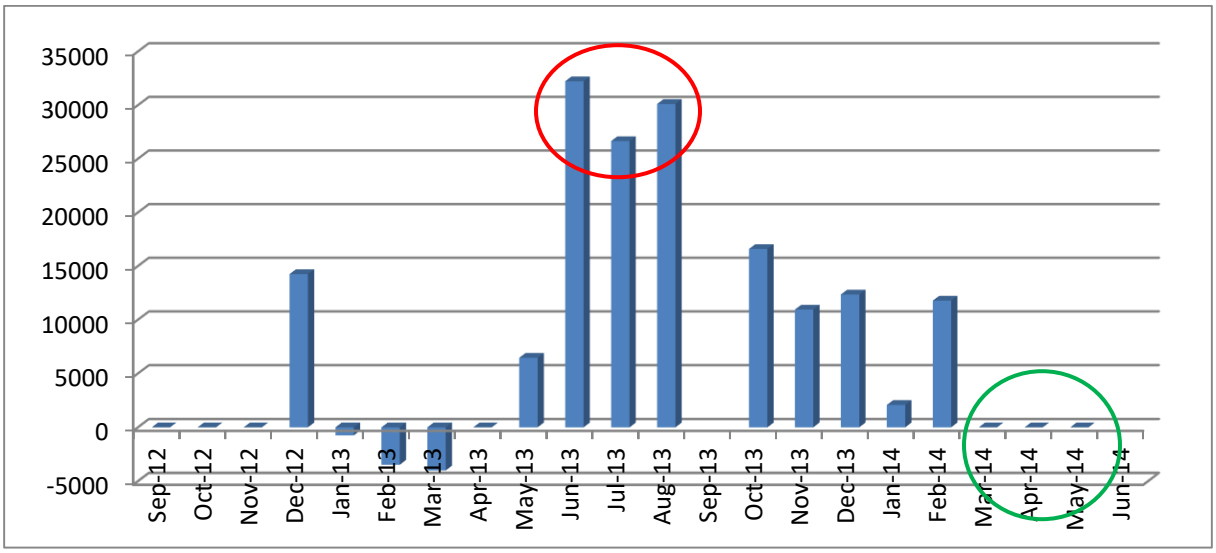
Financial footnotes

In support of detailed submissions from the Treasurer, Accountant and Auditor, ADRIA continues to improve its financial situation as we move into the second half of 2014. ADRIA traditionally gains new members and education revenues over the summer months as new learners enroll for Fall training. Designation applications in September will generate further membership upgrades and application fees. Expenses have been tightly controlled during the recent transition of ED, and staff resources have been kept focussed on key activities. HR expenses will remain unchanged for the next few months as we monitor legacy expenses and the organization's capacity to exploit new revenue streams.

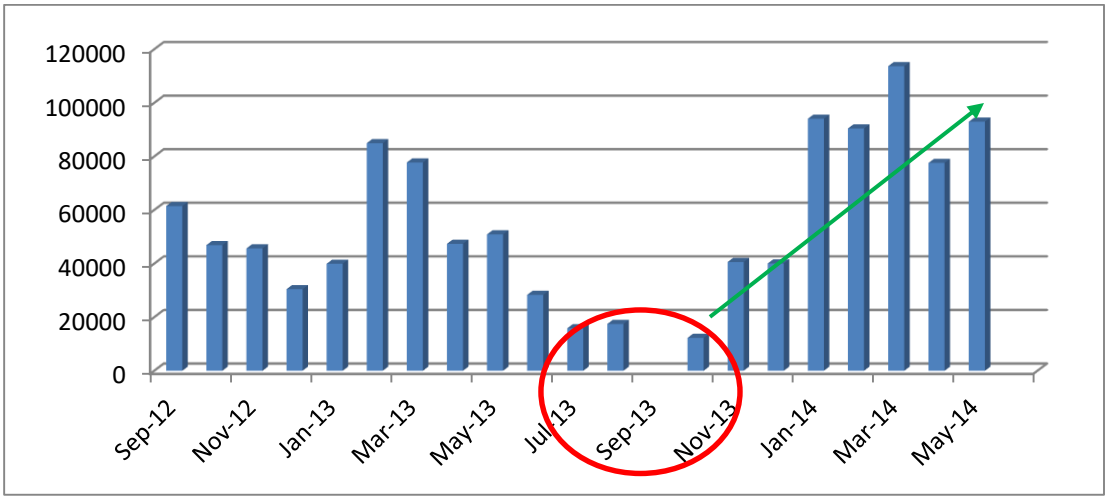
The attached bar graphs (presented in April as pie charts), illustrate the 2014 budget as currently approved, but in a new light. ADRIA's previously reported "Operational Expenses" are now fully distributed and properly attributed to the organization's key functional activities. Also attached is an updated Professional Development dashboard chart for 2014, providing Board Directors with a more complete understanding of these activities and their connection to membership revenue.

Less than $5000 remains owing in our loan from AAMS, and ADRIA will be fully paid out by December 2014. Banking and credit cards have been transferred to the new ED and Board Executive since the AGM. Further changes in ADRIA banking procedures will be initiated over the summer in accordance with Board direction issued in April. A 2014 (in-year) budget review will be presented in September, and the 2015 (out-year) budget projections will also be initiated over the summer months (vice December).

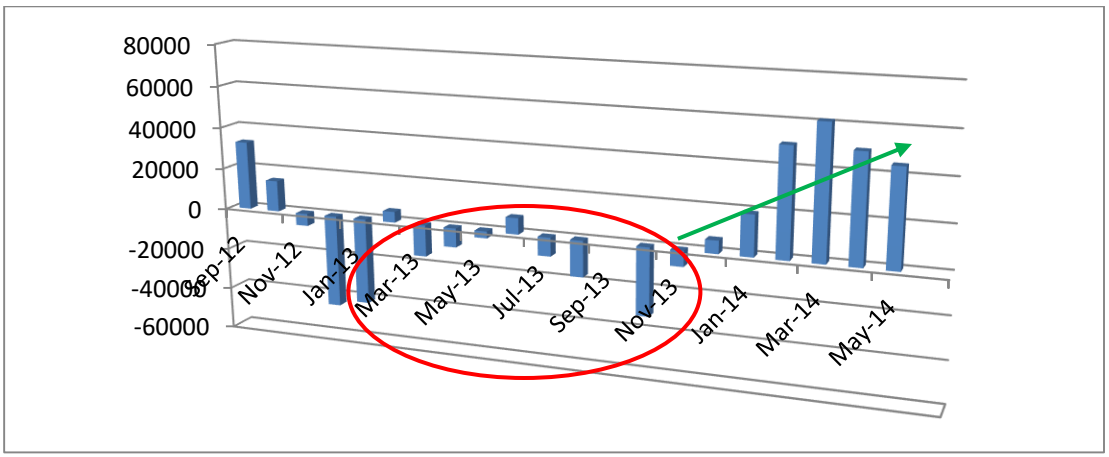
Accounts Payable (unpaid bills):



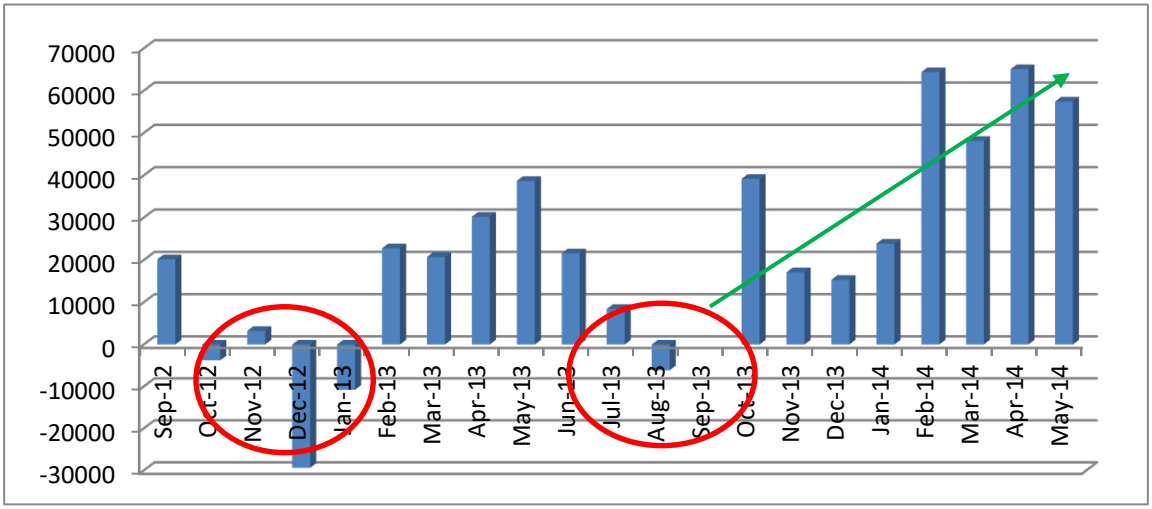
Cash+Reserves:



Cash+Reserves vs Deferred Revenue (ideally positive)



Total Member Equity



Human Resources

The ADRIA office team remains motivated and engaged in the business of providing quality membership services – membership administration, designations, education and professional development. For the next few months, HR expenditures will remain closely managed, as we deliver on our existing/legacy commitments, continue to transform our education deliverables, and develop new revenue streams.

Recent changes include:

- A more full-time presence for the Executive Director (Paul, part-time, 4 days/week)
- Continuing efforts to determine our ED transition costs
- Stable membership & education services (incl a requirement to explore employee status)
- Back-up capabilities within the staff enhanced
- Support capacity to Board, Committees and Task Forces enhanced
- Portable communications allowance introduced to enhance staff mobility and reduce costs
- Stable travel and mileage allowances for staff, instructors and coaches.
- Continued CAMVAP Provincial Administrator (Brenda, full-time, employee status)
- Retitled Director Professional Development (Tammy, part-time, 3.5 days/week)
- Retitled Education Assistant (Tasha, up to 5 days/week as required)
- Retitled Executive & Membership Coordinator (Truus, part-time, 4 days/week)
- **NEW** Manager Communications & Marketing (part-time, 3 days/week, as soon as practical)

Directory of Arbitrators, Mediators and ADR Professionals

Initial estimates provided by two service providers were higher than anticipated. While there is no doubt that this initiative will require an initial investment in order to achieve a long-term revenue stream for ADRIA, it is clear that an off-the-shelf product might offer better value. The Board can expect firm details regarding the Directory by the time they meet again in September.

AGM & Conference 22/23 May 2014

We made a profit!

Red Deer Lodge
HOTEL AND CONFERENCE CENTRE

Overall conference numbers were low, but we had a larger-than-expected pre-conference registration which boosted revenues and AGM attendance. AGM & Conference feedback was generally very positive but, of course, only reflected the views of those who attended. Similarly the AGM offered an opportunity to summarize the year for those in attendance, and to recognize a number of deserving individuals. Greater exposure in this regard will be achieved through the next Newsletter. The Public Forum was a great concept, and should be considered in the future to attract non-member, corporate, government and media attention. In Red Deer the non-member turnout was low, for a variety of reasons, but the Networking opportunity was well received. Overall, as detailed in the Professional development & Education report, the topics and speakers provided quality professional development opportunities for our membership. The support of our Sponsors was critical to last month's success, providing $11,000 in funding and needed delegates.

Discussions will resume next week with ADRIC regarding the 2015 and 2016 National Conferences, and the potential for western destinations. It is NOT recommended that ADRIA host a regional conference in the same year as an Alberta ADRIC conference. ADRIA is obligated to conduct an AGM in the first half of the calendar year (Jan-Jun), and regardless of our future conference plans, it is strongly recommended that next year's AGM feature video and/or teleconferencing capabilities, and remote gathering sites in our major urban centres. More participation builds a stronger professional association, and "bridges the distance" for those not able to attend in person.

Conference planning for 2015 has already begun, with an initial search for collaborative partners and consultations with ADRIC next week.

CAMVAP

The Canadian Motor Vehicle Arbitration Plan (CAMVAP) program continues to generate credibilty and revenue for ADRIA. A new two-year contract, increased by 3+2% annually, has been offered to ADRIA.

Outreach

There has been a lot of positive feedback to ADRIA's outreach efforts, reinforcing the premise that an organization needs to be present in order to be relevant. Demonstrated leadership in advancing ADR issues within the province will attract membership and business opportunities. While not an exhaustive list, ADRIA has participated and/or demonstrated leadership in the following forums in 2014:

ADR Institute of Canada (ADRIC)
Mediator Advocacy (an ADRIA Task Force)
Alberta Arbitration & Mediation Society (AAMS)
Alberta Courts Mediation Program Review
Dispute Resolution Network (DRN)
Conflict Resolution Day Planning Committee
Municipal Dispute Resolution Services (Advisory Group)
Mediation Inter-Agency Network (MIAN, Edmonton)
Provincial Family Justice Reform Initiative
Mediation & Restorative Justice Centre (MRJC)
Peer Mediation and Skills Training (PMAST, Calgary and Saskatoon)
Alberta Restorative Justice Association (ARJA)
Foundation of Administrative Justice (FOAJ)
Alberta Conflict Transformation Society (ACTS, Edmonton – now defunct)
Catholic Social Services (Edmonton)
Alberta Dispute Resolution Centre