From: ADRIC - Janet McKay [mailto:janetmckay@adric.ca]
Sent: February-24-17 11:17 AM
To: Q. Arb. Elton Simoes; Marshall, Barrie; 'Dolores Herman'; 'Siemens, Scott' (Scott.Siemens@cra-arc.gc.ca); Eric Stutzman; Jennifer Bell, C. Med.; 'Pierre D. Grenier'; 'wmscott'
Cc: BCAMI; Paul Conway; ADRIC - Brenda Lesperance; ADRIO - Susette Clunis; ggamache@imaq.org; inf
Subject: ADRIC engagement strategies aimed at the "under 40" population and women

As many of our affiliates are beginning or expecting to see turnover in their membership as our more senior members retire from active practice, we would like to identify best practices for recruitment of new, younger, members. To this end, ADRIC has created an AD HOC subcommittee to its Membership and Marketing committee, chaired by Michelle Maniago, to consider engagement strategies aimed at the "under 40" population, with a sub-focus on engaging new women members.

As part of this process, we want to consult with affiliates and with the national (ADRIC) corporate members to understand both where we currently are in respect of engagement and identify potential areas for national improvement.

We currently expect that this consultation will include the following two steps:

1. Data collection from the affiliates and ADRIC, to provide a base of knowledge. This step consists of each affiliate completing the attached brief questionnaire.

2. Based on the data collected, the subcommittee will develop further questions regarding engagement which we will present to affiliates and to ADRIC corporate members for comment. Comments will in writing and may also be discussed by teleconference, depending on availability and interest.

After this consultation, Michelle will present a report of the results to the ADRIC Board of Directors, which will also be shared with the affiliates and may be a topic of discussion at the Presidents' Roundtable.

We are excited about the prospect of attracting more ADR-interested persons to our collective organisation, and hope that by sharing ideas and strategies nationally we will build a membership that will continue to support all of us for many years to come.

So that we may leverage some of these recommendations for our national October conference, we ask that you provide your responses to the attached questionnaire by **March 15, 2017**.

We look forward to working together with you on this initiative. Thank you for your consideration.

Jim McCartney, Bill Hartnett
Co-Chairs, Membership & Marketing Committee

(Please send replies/responses to mmaniago@blg.com)

Janet McKay
Executive Director / Directrice générale

ADR Institute of Canada
Institut d'arbitrage et de médiation du Canada TM/MC

WE'VE MOVED! New **ADRIC Suite #407** and new **Fax #416-901-4736** effective immediately.
(Our phone numbers remain unchanged and ADRIO remains in Suite 405.