

Annual Report 2018-2019

DRIVING BUSINESS EXCELLENCE

“Techniques don’t
produce quality...
people do, people who
care, people who are
treated as creatively
contributing adults.”

– Tom Peters

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Vision

CPHR is a premiere brand and household name in Manitoba. Through our 2,500 members, we are a self-regulated body and partner with business, sponsors and education.

Our members are viewed as strategic leaders in public policy and private sector innovation and make a significant impact across diverse communities throughout Manitoba.

Mission

Advancing the human resource profession – driving business excellence.

Values

Leadership
 Integrity
 Accountability
 Excellence
 Maximizing Potential
 Balancing Interests
 Healthy and Productive Communities

Volunteers

BOARD OF DIRECTORS

CHAIR – Janice Harper, CPHR
 Executive Vice President Human Resources,
 NFI Group

–

PAST CHAIR – Nish Verma, CPHR
 COO and VP – HR, Mondetta
 Clothing Company

–

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 CPA, CPHR
 President, Monticello Investments

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DIRECTOR AT LARGE – Dr. Lana Adeleye-
 Olusae, CMC, CPHR, MBA
 Director of Human Resources,
 Manitoba Museum

–

DIRECTOR AT LARGE – Jenna Buckley, CPHR
 Manager, Talent Acquisition & Total Rewards,
 Wawanesa Insurance

–

DIRECTOR AT LARGE – Colleen Coates, CPHR
 Senior Leader of Talent Acquisition
 & Total Rewards, Princess Auto

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DIRECTOR AT LARGE – Robyn Normandale, CPHR
 Manager, Organization and People
 Development, Innovair Group

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DIRECTOR AT LARGE – Erin Polcyn Sailer, CPHR
 A/ Director Public Sector Compensation,
 Province of Manitoba

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DIRECTOR AT LARGE – Ryan Savage, LLB
 Partner, Taylor McCaffrey LLP

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Board Committees

- Board of Directors
- Audit Committee
- Awards Committee
- Membership Committee
- Professional Conduct Committee
- Professional Standards Committee
- Self-Regulation Steering Committee

Staff Committees

- Conference Committee
- Experience Assessment Committee
- Awards Gala Nominations Committee
- CPD Audit Committee

Chapters

- Pembina Valley Chapter Advisory Committee
- Westman Chapter Advisory Committee

Thank you to all of our members who have volunteered on our Board and Staff Committees! Your time, dedication and support have helped CPHR Manitoba successfully lead valuable initiatives and host memorable events!

Staff

RON GAUTHIER

Chief Executive Officer & CPHR Registrar

Reporting to the Board of Directors, Ron is responsible for the achievement of CPHR Manitoba's mission, operational plans, and financial objectives in support of CPHR Manitoba's vision. Working closely with the Board, Ron collaborates to identify, develop, and implement the Association's strategy, programs, etc. Ron is also the CPHR Registrar for the province of Manitoba.

—

LAURA HAINES-MORRISSETTE

Director of Marketing, Partnerships & Membership

Reporting to the Chief Executive Officer, Laura is responsible for the overall management of the CPHR Manitoba strategic partnerships and sponsorships, marketing and communications as well as events and programming. Reporting to this position is the Events & Programs Coordinator, Administrative & Membership Coordinator and Marketing Communications Coordinator.

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LORI BRÛLÉ, CPHR CANDIDATE

CPHR Designation Manager

Reporting to the Chief Executive Officer, Lori acts as the Assistant Registrar for the Association and works with the Professional Standards Committee and Professional Conduct Committee.

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MEGAN FUNNELL

Marketing & Communications Specialist

Megan is responsible for developing marketing and communications plans that promote CPHR values to business leaders, HR professionals and students while executing marketing, sponsorship and promotional initiatives that connect with audiences across Manitoba.

—

MADISON TAKEUCHI

Events & Programs Coordinator (Term)

Madison is responsible for the coordination, event design/planning and execution of all events and programs from conception through to completion; providing outstanding service to CPHR Manitoba members while organizing memorable events that meet high quality standards.

Madison is with CPHR Manitoba in a term position while Lindsey Barnett is away on maternity leave.

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LINDSEY BARNETT

Events & Programs Coordinator

Lindsey is responsible for the coordination, event design/planning and execution of all events and programs from conception through to completion; providing outstanding service to CPHR Manitoba members while organizing memorable events that meet high quality standards.

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KAYLA-LYNN DESORCY

Administrative & Membership Coordinator

Kayla-Lynn supports the CEO, staff, Board of Directors and committees with a strong focus on providing outstanding customer service to CPHR Manitoba's 1,400 members as well as academic, business and government partners. She is happy to help you with any of your member or registration inquiries.

2019 Member Survey Findings:

WHO ARE OUR MEMBERS?

- 83% women, 16% men
- 63% work in organizations with 250 or more employees

Age of our members:

- 3% are 18-24
- 14% are 25-30
- 29% are 31-40
- 29% are 41-50
- 19% are 50-59
- 6% are over 60



JANICE HARPER, CPHR
CHAIR



RON GAUTHIER
CEO

CPHR Manitoba continues to make progress with its mission – *to advance the human resources profession and drive business excellence* – and five-year strategic plan – to *position the association and profession as thought leaders with significant influence; promote the CPHR brand; grow the membership to 2,500 by 2019; and become self-regulated by 2019.*

CPHR Manitoba sponsored and participated in the Manitoba Chamber of Commerce’s 2018 Business Outlook Survey, which assessed the overall state of affairs and dug into opportunities/challenges for business owners and employers in Manitoba. The survey found that the number one challenge that businesses are facing is **the hiring and retaining of quality talent in the workplace** – something our members are experts in. At the Manitoba Chamber’s MBiz Breakfast event, we participated in the Fireside Chat and discussed how organizations need a strategic partner who is educated, trained and abides by a Code of Ethics, to tend to its corporate culture, address workplace policies and attract and keep the right talent: and that’s a CPHR.

The Business Outlook Survey also shed valuable light on CPHR Manitoba’s brand awareness among business leaders in Manitoba. **62% of Manitoba Chamber members in Winnipeg and 43% of members in Manitoba are aware of the CPHR designation; and 86% of Manitoba Chamber members value that designated professionals abide by a Code of Ethics.** This spike in awareness amongst our target markets is significant, considering only 3% of business leaders across Canada knew the name CHRP just five years ago.

Our strategic partnerships with the Chambers of Commerce have granted us a platform to showcase the value and

importance of HR in the workplace. In turn, we’re seeing an increase in the demand for CPHRs in Manitoba’s workplaces.

Additionally, CPHR Manitoba’s membership number totalled 1,564 – a 5% increase this fiscal year and a 14.66% increase over the past five years. **This is the highest membership number in the history of the Association!** Our number of CPHR Candidates are the greatest contributor to our growth in membership; our proactive positioning with the accredited post-secondary institutions in Manitoba also contributed to this growth.

Our team has been connecting with students across Manitoba – educating them about the HR industry, the CPHR designation and becoming a member of CPHR Manitoba – and working with post-secondary programs that are part of the CPHR Manitoba Post-Secondary Institution (PSI) Accreditation Program. This year, **CPHR Manitoba added two more accredited post-secondary programs** to the list – the University of Manitoba Bachelor of Arts (Advanced Major & General Major in Labour Studies) and the Manitoba Institute of Trades and Technology (MITT) Post-Graduate Certificate in Human Resources Learning and Development.

CPHR Manitoba has been proactive in educating the membership about what it means for the Association and the HR profession to be self-regulated. According to the 2018 Members as Owners survey, 64% of the membership are in support of CPHR Manitoba working towards self-regulation and 64% believe that the primary reason for the Manitoba Government to grant self-regulation is for the protection of the public. The remaining 36% expressed interest in learning more about self-regulation and our dedicated team has been connecting with

those individuals. Meanwhile, CPHR Manitoba continues to work with the government to draft legislation for self-regulation.

CPHR Manitoba participated in CPHR Canada's third annual Day on the Hill to reinforce that CPHR Canada is **the national voice for HR** and advocate for employers and government alike to recognize and hire designated HR professionals. CPHR Manitoba continues to be contracted by CPHR Canada to manage the National Knowledge Exam and support CPHR Canada in other operational functions and marketing initiatives.

Our offerings to the HR community helps to create marketability in the workplace. From our annual HR conference and HR Excellence Awards to our vast offerings in professional development, networking and research, CPHR Manitoba is the source for HR professionals to grow and enhance their careers as strategic business professionals.

Our HR Conference 2018: HRevolution gave over 300 attendees cutting-edge breakout sessions and keynote speakers – that sparked valuable discussions, provided resources and introduced new or emerging best practices covering relevant HR-related topics in the workplace. Our annual HR Excellence Awards celebrated stories about HR professionals and businesses who were proactive and created opportunities for growth, advancement and success. And our PD events raised awareness and provided knowledge and tools around how to handle various HR-related issues, including the legalization of marijuana, accessibility and substance abuse in the workplace. Our extensive offerings reflect our **win-win-win philosophy: a win for the members, who gain valuable knowledge, resources and tools around pertinent HR issues; a win for**

our partners, who gain opportunities to connect with the industry; and a win for our association that earns 40% of its annual revenue in PD workshops and events alone.

Our annual Members as Customers and Members as Owners surveys showed that our members are overall satisfied with our association and its offerings, including customer service (96% satisfaction), operations (88% satisfaction) and stewardship of the board (93% satisfaction). Meanwhile, the health of the organization continues to thrive. This year, our membership numbers increased by 5%. With an operating surplus of \$41,909, the board has put another \$25,000 into our internally-restricted reserve bringing it to \$275,000. Our target is 50% of our annual operating budget.

We continue to invest in the marketability of the CPHR designation, see results amongst business leaders who see the value in the CPHR designation, and sustain a healthy financial disposition for the association. Our numbers for NKE registrations and waivers continue to rise, our member numbers are at a record high and continue to grow (especially our CPHR Candidates), and we've increased interest in the Validation of Professional Experience (VPE), including seeing more registrations for our VPE Information Sessions.

As we develop our new five-year strategic plan, our mission **to advance the human resources profession and drive business excellence** is at the heart of every step we take as an association.

Thank you to the Board of Directors, staff, committees, partners, sponsors and members for your dedication and support as we continue to advance the profession in 2019-2020.

CPHR Canada has been focusing its efforts in four main areas – marketing, government relations, national standards and global recognition – to build on and enhance the messaging, positioning and value of the CPHR designation and the provincial associations.

MARKETING

CPHR Canada has decided to focus on developing a national campaign that will showcase the power of HR. This campaign will be launched in 2019 through national media buys and the provincial association's communications channels.

GOVERNMENT RELATIONS

A key plan in the Trudeau government platform was to pass proactive pay equity legislation during its mandate. The legislation received Royal Assent on December 13, 2018. CPHR Canada submitted comments to the government for consideration. CPHR Canada was invited to appear before the Standing Senate Committee on National Finance on the legislation in December 2018.

CPHR Canada was again invited by the Standing Senate Committee on National Finance to share its views on amendments to the employment equity legislation. It's CPHR Canada's position that the requirements for the employment equity legislation should align with the requirements of the pay equity legislation in order to reduce the compliance burden for employers.

On March 15, 2019, representatives from the national body and provincial associations travelled to Ottawa for the third annual Day on the Hill to reinforce that CPHR Canada is the national voice for HR and the reasons why government should hire designated HR professionals.

CPHR Canada's CEO, Anthony Ariganello, met with Wayne Easter, MP, Chair of the House of Commons Standing Committee on Finance to discuss pay equity legislation and other legislative issues of interest to the human resources profession.

CPHR Manitoba's CEO and Past Chair were also in attendance at Day on the Hill and met with MPs Ted Falk and Terry Duguid to discuss CPHR Manitoba's disposition and strategic goals for the HR profession.

NATIONAL STANDARDS

CPHR Canada made two big announcements regarding the National Knowledge Exam:

Starting in the Fall of 2019, the National Knowledge Exam (NKE) will be moving to computer-based testing (CBT). CPHR Canada has partnered with Yardstick to offer members its exam delivery software, Measure: a user-friendly and intuitive exam delivery platform that is used by a wide variety of certification and licensure bodies in Canada, the United States, and globally. This transition from paper to computers gives exam writers security, efficiency and convenience when writing the NKE and aligns the Association with industry best practice.

And as of January 2021, anyone who has not graduated from a CPHR Canada member association's Post-Secondary Institution (PSI) Accreditation Program and wishes to write the NKE will be required to complete nine foundational HR courses that will be offered by the provincial associations in partnership with Captus Press Inc. These nine foundational courses meet the CPHR Competency Framework. This new educational requirement will set the bar for academic comprehension, establish a standard for educational requirements and build on credibility of the CPHR designation.

GLOBAL RECOGNITION

CPHR Canada signed a co-existing agreement between Ontario, Canada and all the other provincial associations.

CPHR Canada and the Society for Human Resource Management (SHRM) established a Mutual Recognition Agreement, which created a new level of recognition for each entity's HR designation (CPHR, CP and SCP) in North America. This limited time offer resulted in 125 CPHR Manitoba CPHRs applying for the SHRM-SCP or SHRM-CP designation and six SHRM members becoming CPHR Manitoba members.

And the World Federation of People Management Associations proposed that the North American Code of Ethics become the world standard for the HR industry.

CPHR Manitoba, CPHR Saskatchewan, CPHR Alberta, and CPHR British Columbia & Yukon are partners in the commissioned Western Canada HR Trends Reports, which are published on a bi-annual basis. The studies were conducted by Insights West and members from each provincial association were invited to take part.

The intent of the report is to gather data to help fill the labour information void for the members of each of the associations and to discover industry benchmarks that can help human resources professionals make better talent management decisions. Together with best practices, relevant labour market information can help human resources professional make better decisions and augment the quality of advice that they provide to their stakeholders.

CPHR Manitoba members have participated in eight surveys to date – the last two were completed in the Fall of 2018 and Spring of 2019. The report developed from the Fall 2018 survey results was shared with members in the Spring of 2019 and the report developed from the Spring 2019 survey will be shared with members in the Fall of 2019.

Highlights from the Fall 2018 Report:

- 45% of organizations are reporting a net increase in employment across Western Canada.
- The #MeToo Movement triggered many organizations to take action with respect to their workplace policies related to bullying and harassment. Manitoba ranked the highest at 62% for the amount of organizations that took affirmative action.
- Resignation for a better opportunity is the most common reason for leaving a job in all job categories – managers, professionals, tradespersons or journeypersons, administrative or support staff – except executives, whose most common reason for leaving a job is retirement.
- Large organizations in Manitoba have the highest ratio of regular employees to HR staff at 272:1 in comparison to all other provinces; Saskatchewan had the lowest at 148:1.

For the full report, please see **CPHRMB.CA**

CPHR Manitoba continues to target business leaders and potential CPHRs in 2018-2019.

The association's strategic partnerships and sponsorships gave us a platform to showcase the value of HR. This level of outreach helped us elevate our brand awareness and helped to increase demand for CPHRs in the workplace.

CPHR Manitoba has also been strengthening its presence at post-secondary institutions in Manitoba, attending career fairs, sponsoring networking events and facilitating information sessions about the CPHR designation. We have connected with and educated students across the province who

have expressed interest in the designation and process it takes to become a CPHR.

The association continued to connect with potential and existing members to encourage them to become CPHRs. The messaging reinforces the value of becoming designated and lasting impacts that CPHRs have in the workplace when it comes to strategy, leadership, culture, and employee and employer relations.

CPHR Manitoba also established a new strategic partnership with the Manitoba Business Council, which has proven to be a powerful ally and support in the association's strategic goal of becoming self-regulated.

Strategic Partners

CHAMBERS

- Winnipeg Chamber of Commerce
- Manitoba Chamber of Commerce
- Brandon Chamber of Commerce
- Winkler Chamber of Commerce
- Morden Chamber of Commerce
- Altona Chamber of Commerce
- Steinbach Chamber of Commerce
- Aboriginal Chamber of Commerce

BUSINESS GROUPS

- The Associates
- Young Associates
- Canadian Manufacturers and Exporters (CME)
- Women's Enterprise Centre of Manitoba
- Manitoba Club
- Future Leaders of Manitoba

PROFESSIONAL BODIES

- Chartered Professional Accountants of Manitoba (CPA)
- Society for Human Resource Management (SHRM)
- Canadian Association of Management Consultants (CMC)
- Canadian Society of Association Executives (CSAE)
- American Association of Association Executives (ASAE)

MARKETING PARTNERS

- Winnipeg Blue Bombers
- Winnipeg Goldeyes
- Bell Media
- Prairie Manufacturers magazine
- Health Sciences Centre (HSC) Foundation

OTHERS

- SAFE Work Manitoba
- Settlement Online Pre-Arrival (SOPA)
- Winnipeg Poverty Reduction Council/ TRC 92 (United Way)
- Safety Services Manitoba

560 – CPHRs

428 – Regular / Associate

210 – Students

332 – CPHR Candidates

28 – Retired CPHR / Retired / Life

6 – FCPHRs

1,564 Total Members

74 NEW MEMBERS

This year, CPHR Manitoba welcomed 74 new members. CPHR Manitoba has seen a 14.66% increase in the number of CPHR Candidates over the past five years.

Certification

CPHR Manitoba continues to accredit post-secondary programs, present opportunities to earn Continuing Professional Development (CPD) hours and offer the five paths to become a CPHR.

Post-Secondary Institution (PSI) Accreditation Program

CPHR Manitoba accredited two more post-secondary programs through the Post-Secondary Institute (PSI) Accreditation Program – the University of Manitoba's Bachelor of Arts (Advanced Major & General Major in Labour Studies) and Manitoba Institute of Trades and Technology (MITT)'s Post-Graduate Certificate in Human Resources Learning and Development. Since its launch three years ago, CPHR Manitoba has accredited eight post-secondary HR programs in Manitoba. This accreditation program recognizes the evolving landscape of HR practitioners – their variety of educational backgrounds and experience – and allows graduates of accredited post-secondary institutions to waive writing the National Knowledge Exam (NKE). Since its launch, the program has resulted in continued growth of CPHR Candidates and 169 NKE Waivers (since 2017); 56 this fiscal year.

Continuing Professional Development (CPD)

CPHR Manitoba changed the Continuing Professional Development (CPD) requirements in 2018-2019. CPHRs are now required to report a minimum of 60 hours of professional development activity over each cumulative three-year period and a minimum of 10 hours each year in order to maintain the CPHR designation.

CPHR Manitoba offers opportunities to earn Continuing Professional Development hours, including CPHR Manitoba professional development events, volunteer opportunities on CPHR Manitoba committees, webinars and a Professional Mentorship Program; however there are many other ways to earn CPD outside of our offerings.

Continuing Professional Development Audit

CPHR Manitoba is required to perform annual audits on 3% of its CPHR members for their Continuing Professional Development (CPD) hours.

Audits are conducted to ensure the integrity and standard of professionalism reflected in the granting of the CPHR designation. CPHR members are randomly selected for audit annually following the membership renewal deadline of May 31. All CPHR members are eligible to be chosen for audit each year.

In 2018-2019, CPHR Manitoba randomly selected 15 members for the CPD audit. All 15 CPHRs submitted their supporting documentation, which was approved by the CPD Audit Committee.

Validation of Professional Experience Assessment (VPE)

The CPHR Validation of Professional Experience Assessment is a formal step in earning the CPHR designation that requires Candidates to demonstrate three or more years of professional experience in human resources.

CPHR Manitoba received a total of 26 VPE submissions for the three- and eight- year and executive paths; 22 of the submissions passed.

CPHR Manitoba hosted 12 VPE Information Sessions in Winnipeg, Pembina Valley and Westman and received a total of 77 registrations for these sessions.

National Knowledge Exam

June 2018

- 34 writers
- 56% Manitoba Pass Rate
- 67% National Pass Rate

November 2018

- 32 writers
- 56% Manitoba Pass Rate
- 63% National Pass Rate

NKE Prep Courses

In-person and online prep courses were held in advance of the November 2018 and in June 2019 NKE. In total, there were:

21 CPHR Manitoba Prep Course Participants

28 Online Prep Course Participants

2019 Member Survey Findings:

90% of CPHRs agree that the CPHR is a high quality, professional designation

67% of CPHRs indicated that being a CPHR has improved their career

Post-Secondary Institution (PSI) Accreditation Program

Programs accredited in Manitoba:

- Assiniboine Community College – Business Administration Diploma (Human Resource Specialization)
- Manitoba Institute of Trades and Technology (MITT) – Post-Graduate Certificate in Human Resources Learning and Development
- Red River College – Human Resource Management Certificate
- Red River College – Business Administration Diploma (HR Major)
- University of Manitoba Extended Education – Human Resource Management Certificate
- University of Manitoba I.H. Asper School of Business – Bachelor of Commerce in Human Resources Management and Industrial Relations
- University of Manitoba - Bachelor of Arts (Advanced Major & General Major in Labour Studies)
- University of Winnipeg Professional, Applied & Continuing Education – Human Resource Management Diploma

2019 Member Survey Findings:

CERTIFICATION:

- *Customer service satisfaction rating: 96%*

MEMBERSHIP DETAILS:

Main reason for being a member:

- *Maintaining the CPHR designation: 46%*
- *Striving to become a CPHR: 26%*
- *Remain connected to HR community: 20%*

SELF-REGULATION

One of CPHR Manitoba's strategic goals is to become Self-Regulated by 2019.

CPHR Manitoba is actively working with the Deputy Minister of Growth, Enterprise and Trade and the Executive Director of the Legislative Development Branch for Growth, Enterprise and Trade to draft legislation for self-regulation.

CPHR Manitoba continues to educate the membership about what it means for the Association and the HR profession to be self-regulated. According to the 2018 Members as Owners survey, 64% of the membership are in support of CPHR Manitoba working towards self-regulation and 64% believe that the primary reason for the Manitoba Government to grant self-regulation is for the protection of the public.

CPHR Manitoba's HR Conference 2018: HRevolution

Delegates of the CPHR Manitoba's HR Conference 2018: HRevolution said the following about their experience:

"As a non-HR professional I was able to learn so much about employees, leaders and human interaction. I found so much useful information in so many of the presentations."

"It is a great networking opportunity and offers a good variety of topics for all career levels."

"I always leave energized with ideas to bring back to my workplace."

"It is a great opportunity to step out of the whirlwind for a minute and learn about some new ideas for old challenges. New ideas come from speakers, vendors, meeting new people at lunch – it's an environment that nurtures innovation and creativity – a great opportunity to listen and think beyond the confines of the current 'to do' list."

The conference brought together over 300 delegates and 16 sponsors for two days of networking, learning and rejuvenation on October 23 & 24, 2018. 82% of attendees were members of CPHR Manitoba, **26% were first-time attendees at the conference**, and **53% self-identified as practicing at the Strategic (10+ years) or Expert Level (20+ years)**. Overall conference satisfaction rating from delegates was **92%**.

THANK YOU TO OUR SPONSORS

Presenting Sponsor

- Ultimate Software

–

Champion Sponsor

- University of Manitoba, Extended Education

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Partner Sponsor

- Perkopolis

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- ADP
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- Manitoba Moose
- RBC Convention Centre Winnipeg
- Royal Roads University
- United Way
- University of Winnipeg Professional Applied & Continuing Education
- Venngo
- The Winnipeg Humane Society

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Legislative Review

CPHR Manitoba hosted its 2019 HR Legislative Review at the Viscount Gort Hotel on May 1, 2019. 139 attendees came to hear from representatives (below) at MLT Aikins LLP, Taylor McCaffrey LLP and Thompson Dorfman Sweatman. They shared updates on legislation, employment law, and immigration law and educated attendees on off-duty conduct, investigating workplace complaints, legal risks of HR professionals and working with external legal counsel.

- Shandra Czarnecki, MLT Aikins LLP
- Catherine Hamilton, TDS Law
- Colton Hnatiuk, TDS Law
- Jamie A. Jurczak, Taylor McCaffrey LLP
- Bret Lercher, MLT Aikins LLP
- Reis Pagtakhan, MLT Aikins LLP
- Ryan Savage, Taylor McCaffrey LLP
- Silvia de Sousa, TDS Law
- David Wehrle, MLT Aikins LLP

Thank you to our Presenting Sponsor, MLT Aikins LLP, and Supporter Sponsors, Taylor McCaffrey LLP, Thompson Dorfman Sweatman, and Habitat For Humanity.

Other Events

In addition to CPHR Manitoba's signature events, the Association has hosted an assortment of PD events for members throughout the year:

- **Beyond the Hashtag – What Smart Companies Should do About Sexual Harassment... Now** – June 8, 2018 – hosted in partnership with SAFE Work Manitoba
- **Executive Breakfast Series: Time for HR to Use Their Voice** – September 26, 2018 – sponsored by Aon
- **Legalization of Marijuana in the Workplace** – October 3, 2018 – sponsored by Aon

- **Future Leaders Breakfast** – October 10, 2018
- **Legalization of Marijuana and the Workplace** – November 1 & 2, 2018 – hosted in partnership with the Northern Sector Council
- **Accessibility for Manitobans Act: The Customer Service Standard workshop** – November 13, 2018
- **Executive Breakfast Series: Fall 2018 HR Trends Report** – November 21, 2018 – sponsored by Aon
- **The Culture Question: The Secret to Employee Engagement** – November 29, 2018
- **Executive Consultation: The Future of Employee Engagement** – January 22, 2019 – hosted in partnership with Protegra
- **The Art of Negotiating with Others** – January 29, 2019
- **Executive Breakfast Series: Employee Benefit Trends for 2019** – February 13, 2019 – sponsored by Aon
- **Executive Breakfast Series: Gender Parity in the Workplace** – March 19, 2019 – sponsored by Aon
- **Performing Under Pressure – The Science of Emotional Intelligence** – March 20, 2019 – hosted in partnership with the Institute for Health and Human Potential (IHHP)
- **Developing a Successful Leadership Development Program** – April 9, 2019 – hosted in partnership with the Manitoba Chapter of the Institute of Performance and Learning (IPL)
- **Managing Substance Abuse in the Workplace** – April 18, 2019
- **Executive Breakfast Series: Workforce Issues, Economic Competitiveness and Government Policy** – May 15, 2019

Webinars

CPHR Manitoba continued to partner with CPHR BC & Yukon to offer webinars to our members. In 2018-2019, a total of 29 webinars were offered with a total of 353 registrations.

HR Excellence Awards

"What a wonderful event and very well organized."

"A great evening – great to catch up with friends and associates."

"It is a great opportunity to recognize our fellow HR professionals and the outstanding work being done in the field!"

CPHR Manitoba's HR Excellence Awards is an evening that celebrates the successes, achievements and impacts of HR in Manitoba and all the individuals and employers who are advancing the human resources profession.

For the past 17 years and counting, CPHR Manitoba members and businesses have gathered to hear stories of all the innovative individuals and teams who have risen to the occasion and made a lasting impact to their workplaces. And on the night of April 4, 2019, at The Metropolitan Entertainment Centre (The MET), attendees heard 16 stories from proud nominees in the Professional and Business Excellence Awards categories and one from our newly-honoured Fellow CPHR, Roma Thorlakson.

Overall satisfaction rating from attendees was 92%.

PROFESSIONAL EXCELLENCE AWARDS

CPHR Manitoba Scholarship Award for Accredited Certificate or Diploma Program Students

FINALIST: *Jay Michno*

NOMINEE: *Carolina Fierro Vicente*

CPHR Manitoba Scholarship Award for Degree Program Students

FINALIST: *Jayden Joseph*

NOMINEE: *Nyasha Giesbrecht*

HR Professional of the Year Award

FINALIST: *Laura Matlashewski, Manitoba Public Insurance (MPI)*

HR Executive of the Year Award

FINALIST: *Janice Harper, NFI Group*

NOMINEE: *Estelle Moore, Arctic Co-operatives Limited*

Rising Star Award

FINALISTS: *Brittany Enns, RAPID RTC., and Jennifer Harding, MacDon Industries*

NOMINEES: *Marc Beghin, Pinnacle Auto Group, and Claudia Marcaida, RTDS Technologies Inc.*

BUSINESS EXCELLENCE AWARDS

Employee Development, Relations & Total Rewards Award – Small/Medium Business Category

FINALIST: *F.H. Black & Company Chartered Professional Accountants Inc.*

Health, Wellness and Safe Workplace Award – Small/Medium Business Category

FINALIST: *Mosaic Newcomer Family Resource Network*

Organizational Strategy & Engagement Award – Small/Medium Business Category

FINALIST: *GHY International*

Organizational Strategy & Engagement Award – Large Business Category

FINALIST: *The University of Winnipeg*
NOMINEE: *The University of Manitoba*

HR Excellence Awards Continued

THANK YOU TO OUR SPONSORS:

Décor & Design Sponsor:
Events by Emma

Video Experience Sponsor:
Coelement

Wine Sponsor:
Authentic Wine & Spirits Merchants

Award Category Sponsors:
People First HR Services Ltd.
Safety Services Manitoba
ACHIEVE Centre for Leadership & Workplace Performance
Roquette Canada Ltd.
Manitoba Blue Cross
University of Manitoba Extended Education

Supporter Sponsors:

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Academy Florist

Corporate Table Sponsors:

HUB International
Pinnacle
NFI Group
The North West Company
MLT Aikins LLP
Payworks

2019 Member Survey Findings:

WHO ARE OUR MEMBERS:

- 9% earn less than \$30,000
- 9% earn \$31,000-45,000
- 12% earn \$40,000-55,000
- 15% earn \$56,000-70,000
- 20% earn \$71,000-85,000
- 18% earn \$86,000-99,000
- 22% earn over \$100,000

AGM

CPHR Manitoba's Annual General Meeting took place on September 20, 2018, where nearly 60 members gathered to network and celebrate CPHR Manitoba's past year of successes and achievements. During the event, Reis Pagtakhan and Michael Geiger-Wolf were thanked and recognized for their time served as a Board member and Treasurer.

Holiday Mix & Mingle

CPHR Manitoba hosted its annual Holiday Mix & Mingle on December 6, 2018, for members to get together to wrap up the year and celebrate the upcoming holidays. 65 members attended and the University of Manitoba – Extended Education sponsored the event.

Special Membership Meetings

A series of Special Membership Meetings were held in May 2019 to update the membership on activities happening at the national level, share data collected in the HR Trends Surveys, provide an update on the

CPHR designation, and give a status report on our accomplishments relating to the 2015-2019 Strategic Plan. Meetings were held in Winkler, Brandon and Winnipeg and were well attended by members in all three regions.

Westman Chapter

The Westman Chapter hosted one Mix & Mingle, a workshop entitled: *Demystifying Compensation – Managing Uncertain Times*, a holiday luncheon, a networking luncheon and the annual Special Membership Meeting for members in the Brandon area – which collectively totalled 68 registrants.

CPHR Manitoba renewed its membership with the Brandon Chamber of Commerce and sponsored/attended the Chamber's annual Westman HR Conference. CPHR Manitoba's Chair Janice Harper was a keynote speaker in the afternoon of the conference.

Pembina Valley Chapter

The Pembina Valley Chapter hosted four events, the annual *Business Leaders Bootcamp*, the *Issues in the Workplace – What Employers Need to Know* workshop, a holiday luncheon and the annual Special Membership Meeting which resulted in a collective total of 120 registrations.

CPHR Manitoba renewed memberships with the Morden, Winkler, Altona and Steinbach Chambers of Commerce and sponsored/attended various events throughout the year.

Accreditation Program

The Accreditation Program continues to provide mutual benefit to our Accredited Partners and members, promoting HR-related training programs from third party providers that are eligible for Continuing Professional Development (CPD) hours. This fiscal year, CPHR Manitoba had a total of 76 accreditation licenses. These accredited programs are advertised to members on our website, through the weekly newsletter and in a monthly eblast.

Professional Mentorship Program

CPHR Manitoba created 40 pairings of Mentors & Mentees for this year's Professional Mentorship Program (PMP), which ran from September 2018 to April 2019.

To create fluidity in communication, simplicity in scheduling and creativity in ways to connect and work together, CPHR Manitoba ran the PMP through MentorCity: an online program that is accessible 24/7, syncs to both Outlook or Google calendars and comes with a library of tools and resources that mentors and mentees can learn from and incorporate into their work.

In September 2018, CPHR Manitoba hosted an orientation to introduce the mentors and mentees to MentorCity. This initiative was led by Lindsey Barnett, Events & Programs Coordinator of CPHR Manitoba; Shawn Mintz, CEO of MentorCity; and MaryAnn Kemp, FCPHR, Chief Human Resources Officer with Birchwood Auto Group.

To the Members of Chartered Professionals in Human Resources of Manitoba Inc.:

OPINION

We have audited the financial statements of Chartered Professionals in Human Resources of Manitoba Inc. (the "Organization"), which comprise the statement of financial position as at May 31, 2019, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at May 31, 2019, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

BASIS FOR OPINION

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

OTHER INFORMATION

Management is responsible for the other information. The other information comprises the information included in the annual report, but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If based on the work we have performed on this other information, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

RESPONSIBILITIES OF MANAGEMENT FOR THE FINANCIAL STATEMENTS

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE FINANCIAL STATEMENTS

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high

level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Winnipeg, Manitoba
August 22, 2019

MNP LLP

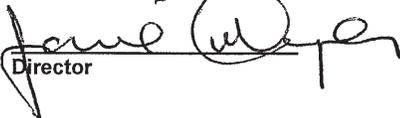
Chartered Accountants

STATEMENT OF FINANCIAL POSITION

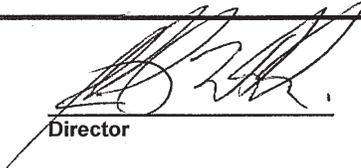
FOR THE YEAR ENDED MAY 31, 2019

	2019	2018
Assets		
Current		
Cash	581,121	670,181
Temporary investments (Note 3)	126,417	51,397
Accounts receivable (Note 4)	21,153	28,112
Internally restricted investments (Note 3)	275,000	250,000
Prepaid expenses	29,018	24,220
	1,032,709	1,023,910
Capital assets (Note 5)	98,768	34,088
	1,131,477	1,057,998
Liabilities		
Current		
Accounts payable and accruals (Note 6)	126,949	152,476
Deferred revenue (Note 7)	562,929	505,832
	689,878	658,308
Net Assets		
Unrestricted	67,831	115,602
Invested in capital assets	98,768	34,088
Internally restricted (Note 8)	275,000	250,000
	441,599	399,690
	1,131,477	1,057,998

Approved on behalf of the Board



Director



Director

STATEMENT OF OPERATIONS

FOR THE YEAR ENDED MAY 31, 2019

	2019	2018
Revenue		
Advertising	80,484	79,470
Annual conference	215,853	215,683
CPHR Canada exam coordination	65,000	65,000
Educational partnerships and miscellaneous revenue	33,417	27,291
Member events	120,950	120,817
Membership dues	537,920	508,044
Professional designation fees	81,325	92,245
Professional development events	130,785	173,453
	1,265,734	1,282,003
Expenses		
Advertising	47,101	66,245
Amortization	19,827	12,877
Annual conference costs	122,290	112,971
Bank and credit card fees	30,396	29,383
Business development	73,050	68,061
CPHR Canada	80,198	78,863
Committees	18,572	14,235
Consulting fees	65,931	85,651
Insurance	1,999	1,999
Member services	101,521	99,320
Office and courier	6,599	8,967
Printing, postage and stationery	11,832	9,809
Professional development events	53,311	69,918
Professional fees	39,498	46,669
Rent and occupancy costs	66,023	39,465
Telephone	8,690	9,479
Wages and employee benefits	474,011	453,796
Website	24,702	16,408
	1,245,551	1,224,116
Excess of revenue over expenses before other items	20,183	57,887
Other items		
Insurance claim proceeds	29,280	-
Loss on write-down of capital assets related to insurance claim	(7,554)	-
	21,726	-
Excess of revenue over expenses	41,909	57,887

STATEMENT OF CHANGES IN NET ASSETS

FOR THE YEAR ENDED MAY 31, 2019

	<i>Unrestricted</i>	<i>Invested in capital assets</i>	<i>Internally restricted</i>	2019	2018
Net assets, beginning of year	115,602	34,088	250,000	399,690	341,803
Excess of revenue over expenses	69,290	(27,381)	-	41,909	57,887
Capital asset purchases	(92,061)	92,061	-	-	-
Transfers (Note 8)	(25,000)	-	25,000	-	-
Net assets, end of year	67,831	98,768	275,000	441,599	399,690

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED MAY 31, 2019

	2019	2018
Cash provided by (used for) the following activities		
Operating		
Excess of revenue over expenses	41,909	57,887
Amortization	19,827	12,877
Loss on write-down of capital assets related to insurance claim	7,554	-
	69,290	70,764
Changes in working capital accounts		
Accounts receivable	6,959	24,715
Prepaid expenses	(4,798)	1,618
Accounts payable and accruals	(25,527)	31,790
Deferred revenue	57,097	20,970
	103,021	149,857
Investing		
Purchase of capital assets	(92,061)	(11,903)
Increase in temporary investments and internally restricted investments	(100,020)	2,270
	(192,081)	(9,633)
Increase (decrease) in cash resources	(89,060)	140,224
Cash resources, beginning of year	670,181	529,957
Cash resources, end of year	581,121	670,181

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MAY 31, 2019

1. Incorporation and nature of the organization

The mission of Chartered Professionals in Human Resources of Manitoba Inc. (the "Association") is "advancing the human resource profession - driving business excellence."

As a not-for-profit association, the Association is a tax-exempt corporation under the provisions of the Income Tax Act.

On September 19th, 2017, the Association changed its legal name from Human Resource Management Association of Manitoba Inc. to Chartered Professionals in Human Resources of Manitoba Inc.

2. Significant accounting policies

The financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations set out in Part III of the CPA Canada Handbook - Accounting, as issued by the Accounting Standards Board in Canada and include the following significant accounting policies:

Cash

Cash includes balances with banks. Cash subject to restrictions that prevent its use for current purposes is included in restricted cash.

Temporary investments

Temporary investments with prices quoted in an active market are measured at fair value while those that are not quoted in an active market are measured at cost less impairment. Temporary investments subject to restrictions that prevent its use for current purposes is included in restricted investments.

Capital assets

Purchased capital assets are recorded at cost. Contributed capital assets are recorded at fair value at the date of contribution if fair value can be reasonably determined.

Amortization is provided using the following methods at rates intended to amortize the cost of assets over their estimated useful lives.

	Method	Rate
Computer equipment	declining balance	30 %
Database project and website	declining balance	30 %
Furniture and fixtures	declining balance	20 %
Leasehold improvements	straight-line	5 years

Revenue recognition

The Association follows the deferral method of accounting for revenues. Restricted revenues are recognized as revenue in the year in which the related expenses are incurred. Unrestricted revenues are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Restricted investment income is recognized as revenue in the year in which the related expenses are incurred. Unrestricted investment income is recognized as revenue when earned.

Contributed services

Volunteers contribute a significant number of hours per year to assist the Association in carrying out its service delivery activities. Because of the difficulty of determining their fair value, contributed services related to volunteer hours are not recognized in the financial statements.

Included in member events revenue and member services expenses in the statement of operations is \$50,726 (2018 - \$47,846) representing estimated fair value of contributions of contributed materials and/or services.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MAY 31, 2019

2. Significant accounting policies *(Continued from previous page)***Measurement uncertainty**

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period.

Accounts receivable are stated after evaluation as to their collectability and an appropriate allowance for doubtful accounts is provided where considered necessary. No allowance has been recorded in the current year (2018 - \$nil). Amortization is based on the estimated useful lives of capital assets.

These estimates and assumptions are reviewed periodically and, as adjustments become necessary they are reported in excess of revenues over expenses in the periods in which they become known.

Leases

A lease that transfers substantially all of the benefits and risks of ownership is classified as a capital lease. At the inception of a capital lease, an asset and a payment obligation are recorded at an amount equal to the lesser of the present value of the minimum lease payments and the property's fair market value. Assets under capital leases are amortized on an appropriate basis, over their estimated useful lives. All other leases are accounted for as operating leases and rental payments are expensed as incurred.

Long-lived assets

Long-lived assets consist of capital assets. Long-lived assets held for use are measured and amortized as described in the applicable accounting policies.

When the Association determines that a long-lived asset no longer has any long-term service potential to the organization, the excess of its net carrying amount over any residual value is recognized as an expense in the statement of operations. Write-downs are not reversed.

Financial instruments

The Association recognizes its financial instruments when the Association becomes party to the contractual provisions of the financial instrument. All financial instruments are initially recorded at their fair value.

At initial recognition, the Association may irrevocably elect to subsequently measure any financial instrument at fair value. The Association has not made such an election during the year.

The Association subsequently measures investments in equity instruments quoted in an active market at fair value. Fair value is determined by published price quotations. Investments in equity instruments not quoted in an active market are subsequently measured at cost less impairment. All other financial assets and liabilities are subsequently measured at amortized cost.

Transaction costs and financing fees directly attributable to the origination, acquisition, issuance or assumption of financial instruments subsequently measured at fair value are immediately recognized in the excess of revenue over expenses for the current period. Conversely, transaction costs and financing fees are added to the carrying amount for those financial instruments subsequently measured at cost or amortized cost.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MAY 31, 2019

3. Temporary investments

	2019	2018
Mutual funds	540	528
Patronage equity	877	869
Redeemable GIC, earning interest at 1.95%, maturing September 2019	100,000	100,000
Redeemable GIC, earning interest at 1.95%, maturing September 2019	100,000	100,000
Redeemable GIC, earning interest at 1.95%, maturing September 2019	100,000	100,000
Redeemable GIC, earning interest at 1.95%, maturing September 2019	100,000	-
	401,417	301,397
Restricted investments	(275,000)	(250,000)
	126,417	51,397

4. Accounts receivable

	2019	2018
Trade receivables	21,046	26,137
Interest receivable	107	1,975
	21,153	28,112

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MAY 31, 2019

5. Capital assets

	<i>Cost</i>	<i>Accumulated amortization</i>	<i>2019 Net book value</i>
Computer equipment	77,600	39,910	37,690
Database project and website	96,608	92,492	4,116
Furniture and fixtures	46,890	30,348	16,542
Leasehold improvements	53,325	12,905	40,420
	274,423	175,655	98,768

	<i>Cost</i>	<i>Accumulated amortization</i>	<i>2018 Net book value</i>
Computer equipment	70,773	56,402	14,371
Database project and website	96,608	90,729	5,879
Furniture and fixtures	41,676	28,188	13,488
Leasehold improvements	2,800	2,450	350
	211,857	177,769	34,088

6. Accounts payable and accruals

	<i>2019</i>	<i>2018</i>
Trade payables	40,286	67,702
Vacation accrual	33,944	31,932
Accrued liabilities	16,663	14,558
GST payable	25,199	19,913
Visa payables	10,857	18,371
	126,949	152,476

7. Deferred revenue

	<i>2019</i>	<i>2018</i>
Membership fees	518,017	478,479
Other sponsorships	12,600	5,000
CPHR exams	13,000	15,820
Other unearned revenue	4,062	5,808
Conference registration	5,500	725
Conference sponsorships	9,750	-
	562,929	505,832

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MAY 31, 2019

8. Internally restricted net assets

The Association has established an internally restricted reserve to ensure financial stability of the Association. The amount is to approximate six months of normalized annual operating expenses. The Board of Directors will approve a transfer annually until this target is achieved. During the year, \$25,000 (2018 - \$25,000) was transferred to internally restricted net assets.

9. Commitments

The Association has entered into various operating lease agreements with estimated minimum annual payments as follows:

2020	80,024
2021	77,828
2022	77,096
2023	25,699
	<hr/>
	260,647

10. Financial instruments

The Association, as part of its operations, carries a number of financial instruments. It is management's opinion that the Association is not exposed to significant interest, currency, credit, liquidity or other price risks arising from these financial instruments except as otherwise disclosed.

DRIVING BUSINESS EXCELLENCE

**Chartered Professionals in Human Resources of Manitoba
Annual Report 2018-2019**

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