

Annual Report 2017-2018

THE PATH TO LEADERSHIP

“The growth and development of people is the highest calling of leadership.”

– Harvey Firestone

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

CHAIR – ELECT Janice Harper, CPHR
 Executive Vice President Human Resources,
 New Flyer Industries

TREASURER – Michael Geiger-Wolf, MBA,
 FCCA (UK), FCPA, FCGA, GRCP
 Director, Risk and Controls, Ceridian HCM

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

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

DIRECTOR AT LARGE – Reis Pagtakhan, LLB
 Immigration Lawyer, MLT Aikins LLP

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

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

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 Specialist.

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LORI BRÛLÉ

CPHR Designation Manager

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

–

LINDSEY BARNETT

Events & Marketing Coordinator

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

–

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.

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
- Executive Path Assessment Committee

Chapters

- Pembina Valley Chapter Advisory Committee
- Westman Chapter Advisory Committee

2018 Member Survey Findings:

WHO ARE OUR MEMBERS?

- 85% women, 14% men
- 60% work in organizations with 250 or more employees

Age of our members:

- 2% are 18-24
- 12% are 25-30
- 31% are 31-40
- 32% are 41-50
- 18% are 50-59
- 5% are over 60



NISH VERMA

The Human Resources profession continues to adapt, grow and make an impact in the workplace – provincially and globally.

Our board and Leadership Team have been championing the industry's growth through CPHR Manitoba and Canada and providing our members with the information, education and resources they need to continue the evolution of HR. And according to the 2017-2018 Members as Owners Survey, our collective efforts have been recognized by the membership.

Our five-year Strategic Plan continues to gain momentum through our objectives to position the association and the profession as thought leaders, promote the CPHR brand, grow the membership and become self-regulated.

Nationally, we've maintained our professional relationships between CPHR Canada, federal political leaders and key stakeholders in Ottawa. In Spring 2018, CPHR Canada hosted its second Day on the Hill and submitted a written submission to the House of Commons Standing Committee on Human Resources Skills and Social Development and the Status of Persons with Disabilities – in response to Bill C-65.

And we've made significant progress internationally as CPHR Canada and the US Society of Human Resources Management (SHRM), the largest HR organization in the world, penned an agreement for mutual recognition of the HR designations, creating a new level of recognition, credibility and desire for the CPHR designation across North America.

We continue to participate in the bi-annual Western HR Trends, where statistics and insights provide valuable information for Human Resources professionals in Western Canada.

In 2017-2018, our partnerships with the Winnipeg Chamber of Commerce, Manitoba Chambers of Commerce and the Chambers in many of our Chapter communities have added great value and helped position us at the forefront of the business community, key industry influencers and government representation.

The 2017 Manitoba Leaders Index Survey, conducted by Probe Research, confirmed that one in three business leaders in Manitoba are aware of the CPHR designation, raising CPHR Manitoba's brand awareness to 32%. This is a significant increase from 2014 when a national study pegged awareness of the CHRP among CEOs at only 3%.

Last fall, CPHR Manitoba made our official submission for Self-Regulation to The Honourable Cameron Friesen, Minister of Finance, with the Province on Manitoba. The board and staff continued to meet with representatives from the Province of Manitoba to develop strategic relationships and discuss the submission in further detail.

Two years ago, we launched a path for post-secondary institutions to become accredited with CPHR Manitoba and showcase their HR programs that are in alignment with our Competency Framework. This past year, we added one new accredited program to the list. CPHR Manitoba has now identified 10 post-secondary institutions, reviewed eight programs and accredited seven into the Post-Secondary Institute (PSI) Accreditation Program and continues to lead the way in offering accredited post-secondary HR programs in Manitoba.

The health of the organization continues to thrive. This year, our membership numbers increased by 4%. With an operating surplus of \$57,887, the board has put another \$25,000 into our internally-restricted reserve bringing it to \$250,000. Our target is 50% of our annual operating budget.

On behalf of the board, I'm honoured to say that this year defined growth, advancement and progress for CPHR Manitoba and its members. Throughout the course of my term as chair, it has been an absolute privilege to work amongst my fellow board members, committee members and staff. Your vision, dedication and support moves our association and HR profession forward and I look forward to seeing where the evolution of HR in Manitoba, Canada and globally will take us in 2018-2019.

This year has been defined by nurturing relationships, strengthening causes and continuing to grow in alignment with CPHR Manitoba's mission to advance the human resources profession and drive business excellence.

CPHR Manitoba launched a first-ever print and digital marketing campaign that targeted non-CPHRs and non-members to pursue the CPHR designation. Our campaign key message, "Make your HR career move. Get your CPHR designation today" along with incentive to waive the Validation of Professional Experience (VPE) assessment fee for all applicants during the May intake resulted in more applications from our target markets and increased web traffic to cphrmb.ca.

The campaign increased our social media presence on LinkedIn and Twitter where we engaged HR professionals in a conversation about the value of the CPHR designation.

Our Post-Secondary Institution Accreditation Program is gaining attention from HR programs and students alike. Our first full year of offering the National Knowledge Exam (NKE) waiver for graduates from an accredited post-secondary HR program increased the number of CPHR candidates by 70% and over 100 candidates were approved for the waiver.

Meanwhile, the Manitoba Institute of Trades and Technology (MITT) reached out to CPHR Manitoba ahead of creating their new HR program. This program was designed using the CPHR Competency Framework to ensure the program would meet the requirements to become accredited. As well, we helped them create an Advisory Group who provided important guidance as MITT developed their new program.

Our journey to self-regulation has been gradual but progressive as we continue to move forward and break new ground. The staff continue to support the board who have developed strategic relationships with representatives from the Province of Manitoba and secured letters declaring support for self-regulation, from key strategic partners and affiliate organizations.

Our strengthening position as thought leaders continues to align us with valued partners. This year, we joined the Winnipeg Chamber of Commerce and other founding partners WRHA, WCB and Johnston Group, to launch Healthy Workplaces, an initiative to connect the business community with health and safety resources.

And our ongoing support, sponsorships and contributions to our Chapters, partners and affiliate organizations makes CPHR Manitoba a proactive entity in the HR industry and connected communities. This year, our sponsorships included but were not limited to the MBIZ Breakfast Series, the Morden Chamber of Commerce's Lunch & Learn Series, the Brandon Chamber of Commerce Westman HR Conference and Healthy Workplaces.

In our annual 'Members as Customers Survey', our members ranked CPHR Manitoba at 92% in overall satisfaction in operations; meanwhile, 81% would recommend a colleague or acquaintance in the HR profession to become a member of CPHR Manitoba; and 82% find the job board to be a valuable tool.

Our presence in the HR community continues to connect us, our brand and vision with our members. Our *16th Annual HR Excellence Awards* honoured employers and individuals whose dedication advances the Human Resources profession and drives business excellence. Our annual HR and Leadership Conference offered an assortment of breakout sessions and keynote speakers that catered to the advancements of HR in the workplace. And our Executive Breakfast Series brought key industry leaders and executive members together to discuss provincial initiatives and industry trends in Manitoba.

The dedicated and collective efforts of our board, staff, committees, partners, sponsors and members continue to move our association forward and have made this past year an exciting and memorable one.

I look forward to this coming year and all the growth and successes we will see in 2018-2019.



RON GAUTHIER

A handwritten signature in black ink, appearing to read 'Ron Gauthier', with a long horizontal line extending to the right.

CPHR Canada has made significant progress towards making a global presence and impact - as an association and with the CPHR designation.

In February, CPHR Canada filed a submission with the House of Commons Standing Committee on Resources, Skills and Social Development and the Status of Persons with Disabilities regarding Bill C-65. Bill C-65 focuses on amending the Canada Labour Code as it relates to harassment and violence.

In May, CPHR Canada organized its second annual *Day on the Hill* in Ottawa, on May 30-31, 2018. Anthony Ariganello, Chief Executive Officer, and Neil Coombs, Chair, met with and maintained professional relationships with federal political leaders and key stakeholders in Ottawa.

The CEO and Chair discussed how CPHR Canada and MPs can support one another in making a positive impact towards federal issues and HR practitioners, who wish to obtain the CPHR designation.

CPHR Canada and the Society for Human Resource Management (SHRM) are in the midst of establishing a Mutual Recognition Agreement, which will create a new level of recognition for each entity's HR designation (CPHR, CP and SCP) in North America. This agreement will be finalized and signed early in our next fiscal year.

CPHR Canada continues to maintain the Memorandums of Understanding (MOUs) with the Australian Human Resources Institute, Hong Kong Institute of Human Resources Management, the Bangladesh Human Resources Management Association, and the Singapore Human Resources Management Institute. These partnerships continue to bring opportunities for HR initiatives, support policies and standards and create a global stage for designation transferability.

CPHR Manitoba, along with the other Western HR associations: CPHR BC/Yukon, CPHR Alberta, and CPHR Saskatchewan to commission the *Western Canada HR Trends Report* on a bi-annual basis. This report is compiled from the results of a survey sent to all members of each association.

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. A dependable reference tool for HR practitioners and departments across Western Canada, it provides current information on what is occurring in workplaces. Together with best practices, relevant labour market information augments the quality of advice that HR professionals provide to their stakeholders.

CPHR Manitoba members have participated in six surveys to date – the last two were completed in the Fall of 2017 and Spring of 2018. The report of the Fall 2017 survey results was shared with members in the Spring of 2018. The report from the Spring 2018 survey will be shared with members in the Fall of 2018.

Highlights from the Spring 2018 Report:

- **Overall, 39% of organizations expect to see positive employment changes from January - June 2018.**
- The sectors that saw the most workforce growth were retail, manufacturing, professional services, health care and oil and gas.
- Resignation for personal reasons (26%), Resignation for a better opportunity (25%) and Termination without cause (25%) are roughly tied for being the most common reasons; however, **termination without cause raised by 3% since 2017.**

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

521 – CPHRs

445 – Regular / Associate

185 – Students

301 – CPHR Candidates

33 – Retired CPHR / Retired / Life

5 – FCPHRs

1,490 Total Members

57 NEW MEMBERS

This year, CPHR Manitoba welcomed 57 new members and saw a 70% increase in the number of CPHR Candidates.

Certification

CPHR Manitoba continues to accredit post-secondary programs and offer the five paths to become a CPHR.

Post-Secondary Institution (PSI) Accreditation Program

CPHR Manitoba's Post Secondary Institution (PSI) Accreditation Program is in its second year of operation and has accredited seven 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 113 NKE Waivers being approved, which has resulted in a 70% increase in the number of CPHR Candidates.

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 2017-2018, 16 members were randomly selected; 15 passed and one voluntarily withdrew their CPHR designation.

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.

In September 2017, we received seven submissions for the three-year path, one for the eight-year path and three for the Executive Path; 10 out of the 11 applications passed. In January 2018, we received seven submissions for the three-year path and one for the eight-year path; seven out of eight applications passed. Then in May 2018, we received 14 submissions for the three-year path, seven for the eight-year path and 10 for the Executive Path.

CPHR Manitoba hosted VPE information sessions in Winnipeg, Pembina Valley and Westman and received a total of 172 registrations for these sessions.

These fundamental activities could not have taken place without the help of the members of the Experience Assessment, Executive Path Assessment and CPD Audit Committees.

Thank-you

National Knowledge Exam

June 2017

- 31 writers
- 65% Manitoba Pass Rate
- 65% National Pass Rate

November 2017

- 26 writers
- 73% Manitoba Pass Rate
- 63% National Pass Rate

NKE Prep Courses

In-person prep courses were held in November 2017 and in March 2018.

40 CPHR Manitoba Prep Course Participants
28 Online Prep Course Participants

2018 Member Survey Findings:

89% of CPHRs agree that the CPHR is a high quality, professional designation

81% of members would recommend CPHR Manitoba to a colleague or another HR professional

Post-Secondary Institution (PSI) Accreditation Program

Programs accredited in Manitoba:

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

113 members became CPHR Candidates were granted NKE waivers through the PSI Accreditation Program.

2018 Member Survey Findings:

CERTIFICATION:

- *Customer service satisfaction rating: 92%*

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.

Last year, CPHR Manitoba made the official submission for Self-Regulation to the Honourable Cameron Friesen, Minister of Finance with the Province on Manitoba. This significant step has gained momentum for CPHR Manitoba's Board and staff as they continue to build and maintain relationships with key government representatives, gain

insight from industry leaders and collect letters of support from affiliate organizations.

To gauge the membership's level of support towards this strategic goal, CPHR Manitoba conducted a survey in the Fall of 2017. This survey asked members to indicate their support for this initiative, which resulted in 260 member responses - 75% being in favour of CPHR Manitoba seeking self-regulation and 25% interested in learning more.

2017 HR & Leadership Conference: Leverage HR

Delegates of the HR & Leadership Conference said the following about their experience:

"It is an excellent networking and professional development resource. Always leave with takeaways to implement at work."

"It is a great opportunity to stay current, network & rejuvenate!"

"There is always something new to take home. A fresh perspective on an old idea or just something completely new altogether."

The conference brought together over 300 delegates and 16 sponsors for two days of networking, learning and rejuvenation on October 30 & 31, 2017. A new format to the conference provided a fresh feel to the event and provided sponsors with the exclusive opportunity to interact with delegates in the Sponsor Activation Zone.

Non-member attendance at the conference increased to 22% (up from 18% in 2016).

Overall conference satisfaction rating from delegates was 92%.

90% of delegates said they "gained some new ideas of ways to better do their jobs".

The conference is our largest annual event, requiring a great amount of time and dedication from the staff and volunteer Conference Committee. Planning for the 2017 conference began in August 2016, with a cooperative effort of the 2016 and 2017 Conference Committees working together to develop the theme for the event. The creation of the theme for the 2018 conference took place in August 2017, with the 2017 and 2018 Conference Committees. *HRevolution*, the theme developed for the HR Conference 2018,

was revealed at the 2017 conference. The committee and the staff worked together over the winter months to develop the program for the 2018 conference that is coming up in October.

THANK YOU TO OUR SPONSORS

Presenting Sponsor

- *People First HR Services and People Corporation*

–

Champion Sponsors

- *Ultimate Software*
- *University of Manitoba, Extended Education*

–

Associate Sponsors

- *ACHIEVE Centre for Leadership & Workplace Performance*
- *ADP*
- *School of Continuing Education, Red River College*

–

Supporter Sponsor

- *CTC TrainCanada (a Global Knowledge Company)*
- *Executive Education – Asper School of Business*
- *Facilitated Solutions*
- *Fust & Associates Private Wealth Management*
- *Insights Learning & Development*
- *Multi-Health Systems*
- *Royal Roads University*
- *The Wellness Institute*
- *United Way*
- *University of Winnipeg Professional, Applied & Continuing Education*
- *Venngo*

–

Legislative Review

The 2018 Legislative Review took place on May 2, 2018, with 166 members and business leaders in attendance. MLT Aikins LLP was the Presenting Sponsor and Taylor McCaffrey LLP was the Supporter Sponsor. The high quality our presenters provide each year continues to bring people back year after year. CPHR Manitoba would like to thank this year's presenters for their support:

- Carolyn J. Frost, MLT Aikins LLP
- Dave Negus, MLT Aikins LLP
- Jamie A. Jurczak, Taylor McCaffrey LLP
- Reis Pagtakhan, MLT Aikins LLP
- Ryan Savage, Taylor McCaffrey LLP
- Shandra N. Czarnecki, MLT Aikins LLP
- Doug Tait, TDS Law
- Keith LaBossiere, TDS Law

Other Events

CPHR Manitoba continued the *Executive Breakfast Series* this year, presented by Aon. The series invites executives to attend a series of events throughout the year to discuss timely topics affecting the workplace. A total of 107 registrations were received for the five events.

Deloitte partnered with us to put on an *Executive & Leaders Forum* on June 8, 2017, on the topic of their most recent Human Capital Trends Survey. The event received 62 registrants.

A breakfast event with Rob Briner (UK professor) on the topic of *Evidence-Based HR* took place on August 17, 2017 with 34 registrants.

Handling the Politics of Workplace Bullying with Valerie Cade was offered once again on September 27, 2017, and had 25 registrants.

The Art of Negotiating with Others with Georges Levesque took place on November 22, 2017, with 10 participants.

A Legalization of Marijuana and the Workplace workshop took place on February 9, 2018. The event was very popular with 110 people registered to attend.

Dr. Reece Malone from Diversity Essentials partnered with CPHR Manitoba once again to put on a *Transgender and Gender Diverse Inclusive Workplaces* workshop on March 1, 2018. 12 registrations were received.

CPHR Manitoba continued to partner with the Institute for Health and Human Potential (IHHP) to offer *Performing Under Pressure - The Science of Emotional Intelligence* on March 13 & 14, 2018. 22 registrations were received. An extension, *Performing Under Pressure - The Three Conversations of Leadership*, was held on March 15, 2018, with seven participants.

CPHR Manitoba partnered with ACHIEVE Centre for Leadership & Workplace Performance to offer *Managing Mental Health in the Workplace - Rights and Responsibilities* on April 11, 2018, which received 30 registrations.

Webinars

CPHR Manitoba continued to partner with CPHR BC & Yukon to offer webinars to our members. A total of 24 webinars were offered in 2017-2018, with a total of 109 registrations.

HR Excellence Awards

Attendees of the HR Excellence Awards said the following about their experience:

"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!"

The 2018 HR Excellence Awards took place on April 19, 2018, with 276 members and HR professionals attending the glamorous evening at the Metropolitan Theatre. The staff and Awards Gala Nominations Committee worked tirelessly to contact members throughout the fall, resulting in 24 nominations, including four scholarship applications. This year, two scholarships were awarded, one to a degree program student and one to a certificate/diploma program student.

The post-event survey resulted in a 96% satisfaction rating of the event.

PROFESSIONAL EXCELLENCE AWARDS

CPHR Manitoba Scholarship Award for Accredited Certificate or Diploma Program Students

FINALIST: *Candace Gower*

CPHR Manitoba Scholarship Award for Degree Program Students

FINALIST: *Tina Hamzic*

NOMINEE: *Nyasha Giesbrecht*

Rising Star Award

FINALIST: *Rachel Weessies,*

Acuity HR Solutions

NOMINEES: *Brittany Redden, Payworks;*

Victoria Rody, Manitoba Public Insurance

HR Professional of the Year Award

FINALIST: *Julie Gray, Assiniboine Credit Union*

HR Executive of the Year Award

FINALIST: *Jodi Carradice, Wawanesa Mutual Insurance Company*

NOMINEES: *Beth Millard-Hales, The North West Company; Richard Neill, Wynyard Insurance Group; Stephanie Zamora, Marymount*

HR Patron of the Year Award

FINALISTS: *Greg Juliano, University of Manitoba; Klaus Lahr, RBC Convention Centre*

BUSINESS EXCELLENCE AWARDS

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

FINALIST: *GHY International*

NOMINEE: *Payne Transport*

Employee Development, Relations & Total Rewards Award - Large Business Category

FINALIST: *Motor Coach Industries*

NOMINEE: *Bison Transport*

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

FINALIST: *Manitoba Cooperative Honey Producers LTD.*

Organizational Strategy & Engagement Award – Large Business Category

FINALIST: *Birchwood Automotive Group*

NOMINEES: *Manitoba Public Insurance, Red River College, The North West Company, University of Manitoba*

THANK YOU TO OUR SPONSORS:

Décor & Design Sponsor:
Events by Emma

Event Video Experience Sponsors:
Coelement
Authentic Wines

Award Category Sponsors:
Safety Services Manitoba
People First HR Services
University of Manitoba Extended Education
Ultimate Software
Manitoba Blue Cross

Supporter Sponsors:

University of Winnipeg PACE
Taylor McCaffrey LLP
Dream Day Décor
Academy Florist

Corporate Table Sponsors:

HUB International STRATA
Payworks
The North West Company
Red River College
Motor Coach Industries

2018 Member Survey Findings:

WHO ARE OUR MEMBERS:

- 3.25% earn less than \$30,000
- 6.91% earn \$31,000-45,000
- 14.23% earn \$40,000-55,000
- 16.67% earn \$56,000-70,000
- 26.02% earn \$71,000-85,000
- 13.82% earn \$86,000-\$99,000
- 19.11% earn over \$100,000

Special Membership Meetings

A series of Special Membership Meetings were held in May 2018 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 held a networking event and a *Drug & Alcohol Policy* workshop for members in the Brandon area with a combined total of 32 participants.

CPHR Manitoba renewed its membership with the Brandon Chamber of Commerce and was the presenting sponsor of their HR Conference.

CPHR Manitoba continues to strengthen its presence in the Westman Chapter by offering VPE Information Sessions and special membership meetings and events throughout the year.

Pembina Valley Chapter

The Pembina Valley Chapter hosted four Roundtable/Lunch and Learns, throughout the year; a *HR Boot Camp*; networking event; and a *Legal Perspectives* workshop that generated a combined total of 101 participants.

CPHR Manitoba renewed memberships with the Morden, Winkler and Altona Chambers of Commerce and sponsored Morden's Lunch and Learn Series, Winkler's Annual Gala Dinner and one of Altona's Lunch and Learn events.

CPHR Manitoba continues to strengthen its presence in the Pembina Valley Chapter by offering VPE Information Sessions and special membership meetings and 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. A total of 32 new licences were granted this year and an additional 44 licences were renewed. Accredited programs are advertised to members on our website, through the weekly newsletter and in a monthly eblast. In the 2017-2018 Membership Survey, 79% of members said that they value the CPHR Accreditation Program and its professional development offerings.

Professional Mentorship Program

46 pairings of Mentors & Mentees were created in this year's Professional Mentorship Program, which ran from September through April. A kick-off event was held in September to introduce & orient pairs and a wrap-up event was held in May to bring pairs together to reflect on their achievements throughout the program and hear experiences that others had in the program. Based on feedback from participants, exciting changes have been made to the program for 2018-2019!

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

We have audited the accompanying financial statements of Chartered Professionals in Human Resources of Manitoba Inc., which comprise the statement of financial position as at May 31, 2018, and the statements of operations, changes in net assets and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

MANAGEMENT'S RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

Management is responsible for the preparation and fair presentation of these 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.

AUDITORS' RESPONSIBILITY

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with

Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial

statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements 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 entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

OPINION

In our opinion, the financial statements present fairly, in all material respects, the financial position of Chartered Professionals in Human Resources of Manitoba Inc. as at May 31, 2018 and the results of its operations, changes in net assets and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Winnipeg, Manitoba
August 23, 2018

MNP LLP

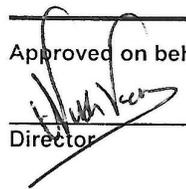
Chartered Accountants

STATEMENT OF FINANCIAL POSITION

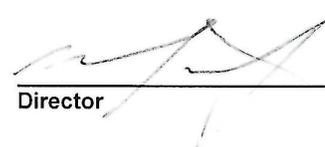
AS AT MAY 31, 2018

	2018	2017
Assets		
Current		
Cash	670,181	529,957
Temporary investments (Note 3)	51,397	78,667
Accounts receivable (Note 4)	28,112	52,827
Internally restricted investments (Note 3)	250,000	225,000
Prepaid expenses	24,220	25,838
	1,023,910	912,289
Capital assets (Note 5)	34,088	35,062
	1,057,998	947,351
Liabilities		
Current		
Accounts payable and accruals (Note 6)	152,476	120,686
Deferred revenue (Note 7)	505,832	484,862
	658,308	605,548
Net Assets		
Unrestricted	115,602	81,741
Invested in capital assets	34,088	35,062
Internally restricted (Note 8)	250,000	225,000
	399,690	341,803
	1,057,998	947,351

Approved on behalf of the Board



 Director



 Director

STATEMENT OF OPERATIONS

FOR THE YEAR ENDED MAY 31, 2018

	2018	2017
Revenue		
Advertising	79,470	78,755
Annual conference	215,683	227,683
CPHR Canada exam coordination	65,000	65,000
Educational partnerships and miscellaneous revenue	27,291	17,030
Member events	120,817	114,726
Membership dues	508,044	445,915
Professional designation fees	92,245	46,590
Professional development events	173,453	165,323
	1,282,003	1,161,022
Expenses		
Advertising	66,245	76,389
Amortization	12,877	12,452
Annual conference costs	112,971	126,859
Bank and credit card fees	29,383	22,319
Business development	68,061	36,171
CPHR Canada	78,863	68,081
Committees	14,235	10,693
Consulting fees	85,651	63,148
Insurance	1,999	2,066
Member services	99,320	95,383
Office and courier	8,967	4,550
Printing, postage and stationery	9,809	12,361
Professional development events	69,918	74,785
Professional fees	46,669	38,681
Rent and occupancy costs	39,465	40,326
Telephone	9,479	8,773
Wages and employee benefits	453,796	396,148
Website	16,408	24,373
	1,224,116	1,113,558
Excess of revenue over expenses	57,887	47,464

STATEMENT OF CHANGES IN NET ASSETS

FOR THE YEAR ENDED MAY 31, 2018

	<i>Unrestricted</i>	<i>Invested in capital assets</i>	<i>Internally restricted</i>	2018	2017
Net assets, beginning of year	81,741	35,062	225,000	341,803	294,339
Excess of revenue over expenses	70,764	(12,877)	-	57,887	47,464
Capital asset purchases	(11,903)	11,903	-	-	-
Transfers (Note 8)	(25,000)	-	25,000	-	-
Net assets, end of year	115,602	34,088	250,000	399,690	341,803

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED MAY 31, 2018

	2018	2017
Cash provided by (used for) the following activities		
Operating		
Excess of revenue over expenses	57,887	47,464
Amortization	12,877	12,452
	70,764	59,916
Changes in working capital accounts		
Accounts receivable	24,715	(24,267)
Prepaid expenses	1,618	24,840
Accounts payable and accruals	31,790	7,799
Deferred revenue	20,970	48,242
	149,857	116,530
Investing		
Purchase of capital assets	(11,903)	-
Increase in temporary investments and internally restricted investments	2,270	(321)
	(9,633)	(321)
Increase in cash resources	140,224	116,209
Cash resources, beginning of year	529,957	413,748
Cash resources, end of year	670,181	529,957

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MAY 31, 2018

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	30 %
Leasehold improvements	straight-line	4 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 \$47,846 (2017 - \$34,636) representing estimated fair value of contributions of contributed materials and/or services.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MAY 31, 2018

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 (2017 - \$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, 2018

3. Temporary investments

	2018	2017
Mutual funds	528	525
Patronage equity	869	858
Redeemable GIC, earning interest at 0.50%, maturing March 2018	-	62,284
Redeemable GIC, earning interest at 0.50%, maturing December 2017	-	100,000
Redeemable GIC, earning interest at 0.90%, maturing December 2017	-	100,000
Redeemable GIC, earning interest at 0.50%, maturing December 2017	-	40,000
Redeemable GIC, earning interest at 1.60%, maturing October 2018	100,000	-
Redeemable GIC, earning interest at 1.60%, maturing October 2018	100,000	-
Redeemable GIC, earning interest at 0.90%, maturing December 2018	100,000	-
	301,397	303,667
Restricted investments	(250,000)	(225,000)
	51,397	78,667

4. Accounts receivable

	2018	2017
Trade receivables	26,137	24,165
Interest receivable	1,975	766
Royalties receivable	-	27,896
	28,112	52,827

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED MAY 31, 2018

5. Capital assets

	<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

	<i>Cost</i>	<i>Accumulated amortization</i>	<i>2017 Net book value</i>
Computer equipment	64,835	50,455	14,380
Database project and website	96,608	88,209	8,399
Furniture and fixtures	35,711	25,562	10,149
Leasehold improvements	2,800	666	2,134
	199,954	164,892	35,062

6. Accounts payable and accruals

	<i>2018</i>	<i>2017</i>
Trade payables	67,702	50,269
Vacation accrual	31,932	29,370
Accrued liabilities	14,558	15,517
GST payable	19,913	20,168
Visa payables	18,371	5,362
	152,476	120,686

7. Deferred revenue

	<i>2018</i>	<i>2017</i>
Membership fees	478,479	448,264
Other sponsorships	5,000	5,000
CPHR exams	15,820	15,500
Other unearned revenue	5,808	6,873
Conference registration	725	3,225
Conference sponsorships	-	6,000
	505,832	484,862

NOTES TO THE FINANCIAL STATEMENTSFOR THE YEAR ENDED MAY 31, 2018

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 (2017 - \$50,000) 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:

2019	67,237
2020	80,024
2021	77,828
2022	77,096
2023	25,699
	<hr/>
	327,884
	<hr/>

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.

THE PATH TO LEADERSHIP

**Chartered Professionals in Human Resources of Manitoba
Annual Report 2017-2018**

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