

# Canadian Aviation Historical Society

## National Past-President/Vice-President's Report to the 49<sup>th</sup> Annual General Meeting

September 8, 2012

2011-2012 was a busy year for the CAHS and I enjoyed working with the other members of the executive and board to keep the society moving forward. Together we were able to find new opportunities as well as creative solutions to the inevitable challenges a society such as ours faces.

This has been a particularly hectic year for me, with a new book on the go and a new baby. To accommodate these changes, VP Gary Williams and I switched positions in January. I would like to thank him, the rest of the executive, the board, and the members for their support (and the aviation-themed blankets, onesies, and toys!).

Since the last AGM, I've done the following:

- Provided NB-Turnbull Chapter with a DVD of 2011 Convention files, templates and information to assist with the successful planning and execution of their event.
- Managed the website redesign until January, when Gary Williams took over.
- Liaised with a Retired Airline Pilots of Canada (RAPCAN) representative to receive donated database CDs for fundraising.
- Put out the e-newsletter monthly until January when I handed the reins to Caitlin McWilliams, who has worked with Alan Rust to make it even better!
- Updated the newsreel on the website's homepage until January, when Bill Zuk took over as editor. He has been doing a fantastic job collecting articles and photos for posting to our home page each month.
- Regularly updated our Facebook and Twitter accounts, and moved from a closed Facebook group to a fan page so we have a more open format for attracting new members. This has been a great way to do cross-promotion with the international aviation heritage community. To show how our exposure has been growing, we have gone from 60 Facebook 'likes' in March 2012 to 76 in August, and from 267 Twitter followers in March 2012 to 419 followers in August. There is a lot of potential to use social media in the future, and I'm excited to explore these (free!) avenues.
- Coordinated promotional memberships and Journal give-aways for the RCAF retirees dinner in Arizona and the Veterans' Voices of Canada in Sylvan Lake, AB.
- Assisted with the CAHS Journal production and worked with the executive, board and Journal team to create and implement the transition strategy and new workflow concept in spring 2012.
- Researched digitizing the Journal, as well as copyright and fair usage provisions, and created a proposal for how we might go forward with this.
- Snagged the CAHS media mentions in the following publications:
  - Edmontonians
  - Edmonton Examiner
  - Chatelaine
  - Canada's History
  - Toronto Star

As VP, I also assumed the role of privacy policy compliance officer, and am happy to report I received no messages in this area. I think this is a reflection of the respect we have for members and their information, and the seriousness with which we treat the collection and storage of this data.

While I have found being part of the executive stimulating and rewarding, I am not running for an executive position at this AGM. I am, however, excited to stand for nomination as a board member to continue contributing to the CAHS over the year to come.

Sincerely,

Danielle Metcalfe-Chenail

Past President & VP, CAHS