

2009 Annual Report

Society of Graphic Designers of Canada
MANITOBA CHAPTER



Society of
Graphic Designers of Canada
Manitoba Chapter

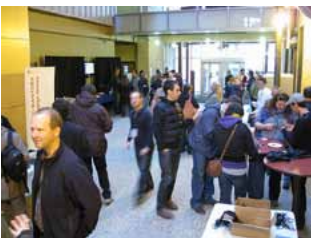
Société des
designers graphiques du Canada
Chapitre de Manitoba

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Oliver Oike MGDC
PRESIDENT



BlueSky 2009, the first design conference held by GDC Manitoba in five years, was a big success.

President's Report

2009 WAS A BUSY YEAR FOR GDC MANITOBA. Highlights included the election of a new board in January, hosting the GDC National Annual General Meeting in April and treating 60+ enthusiastic attendees to three days of ideas and inspiration at the BlueSky 2009 Conference in October. GDC Manitoba continued to build on our relationships with other associations (New Media Manitoba, Arts & Cultural Industries of Manitoba), teaming up for events and making plans to collaborate on new projects.

2010 promises to continue at full-steam with two new, regular GDC-led events added to the slate (likemind and PechaKucha night) and a year-long theme commemorating the 20th anniversary of Manitoba's inception into the Society. *Onward!*

Election 2009

On a cold night last January at the Park Theatre, a new chapter board was elected consisting of Ed Brajczuk (Treasurer), Scott Gillam (Education Chair), Jeope Wolfe (Communications Chair), Adrian J.K. Shum (Vice-President & GDC National Representative) and myself, Oliver Oike (President). Shortly after the chapter AGM, the board appointed three others to the following positions: Andrew Boardman (Membership Chair), Toby Bartlett (Sponsorship Chair) and Melissa Archer (Professional Development/Activities Chair).

It's a dream team to work with; meetings regularly run long as we try to get through our ever-growing agendas. At the AGM, we also said goodbye to a few hard-working folks, including our fearless leader of the past four years, Karla Burr.

National AGM

My favourite time of the year with the GDC is in April, at the National Annual General Meeting. 35+ smart, dedicated professionals from across the country got together for three days of intense meetings and planning (and enjoying after-hours "decision-making" sessions). I came away from the AGM refreshed and inspired for the year ahead. This year was no different, but had the added bonus of being held here in Winnipeg at the Fort Garry Hotel. You can check out Adrian Shum's National Representative report for the full play-by-play of the weekend's highlights.

BlueSky 2009

Prior to this year, BlueSky had been on hiatus since 2004. Charged with rebooting the conference with a stellar 2009 edition, the planning committee did not disappoint. Led by Chair Steve Bamburak, BlueSky 09 was pitch perfect, with five excellent speakers from around North America, beautiful venues and a renewed sense of community amongst GDC members both new and old.

Relationships

As we have for the last several years, GDC Manitoba was involved in a multi-association December holiday party, led by New Media Manitoba, and supported by the GDC, the International Game Developer's Association, On Screen Manitoba and Flash in the Peg. This year's event was notable with NMM's unveiling and screening of their beautifully-produced Showcase Videos at IMAX in



President's Report

Portage Place. The highlight of this showcase was seeing one of our own MGDCs (and Manitoba Membership Chair) – Andrew Boardman of Manoverboard – up on the screen as one of the highlighted companies. Go Andrew – we're all so proud!

Onward!

2010 HAS AN OPPORTUNITY TO BE A BIG YEAR FOR GDC MANITOBA, as we launch two new events that, at their heart, are designed to bring together and celebrate people from all corners of creative industries: likemind and PechaKucha Night.

Likemind started in New York a few years ago, an event that happens once a month, early on a Friday and is simple in its execution: show up for coffee and meet some new folks. From there, who knows what opportunities may present themselves?

PechaKucha Night was devised in Tokyo in 2003 as an event for young designers to meet and network, and show their work in public. Drawing its name from the Japanese term for the sound of “chit-chat”, it rests on a presentation format based on a simple idea: 20 images x 20 seconds. It's a format that makes presentations concise, and keeps things moving at a rapid pace.

The first of four scheduled PechaKucha Nights in Winnipeg is scheduled for Wednesday, February 17 at The Park Theatre – we sincerely hope to see you there.

Finally, 2010 is an important year for our chapter as we commemorate the 20th anniversary of Manitoba joining the Society of Graphic Designers of Canada as an official chapter. We're currently making plans to integrate this important milestone into our efforts throughout the year. Please feel free to contact me directly at president.mb@gdc.net if you have any questions or comments, or are interested in getting involved – I look forward to hearing from you!

Thank you again for your continued support of the GDC.



GDC Manitoba continues to join forces with other creative associations in the province.



Adrian J.K. Shum LGDC
VICE-PRESIDENT/
NATIONAL REPRESENTATIVE



GDC brass from across Canada met in Winnipeg last spring for the organization's AGM.

National Report

IT WAS A WHIRLWIND OF A YEAR, and in the blink of an eye another has gone by. It's been quite the landmark year for the GDC, both locally and nationally. The Manitoba chapter continues its legacy of aiding the growth and development of the National Society through various ongoing actions, activities and contributions of the professional membership and chapter executives.

Last January at the Park Theatre, GDC Manitoba held its Annual General Meeting, where the chapter exhibited GDC National's Graphex Awards show and elected a new executive.

AGM Highlights

In April, the Manitoba chapter had the pleasure of hosting the GDC National Annual General Meeting. Approximately 50 attendees (national executives, chapter presidents, delegates, observers and guests) descended upon Winnipeg to discuss, debate and vote on some milestone initiatives.

A Thursday evening meet-and-greet event, held at the Red River College's Princess Street campus, kicked off the proceedings. Chapter representatives presented their reports to cap off the evening. Early Friday morning the attendees reconvened at the Hotel Fort Garry, where the national executive presented their reports and voted Susan Colberg to the status of GDC Fellow.

Saturday saw the introduction of some new powerful tools that will aid the GDC in working together across the country, chiefly Basecamp, a web-based project collaboration tool. A milestone event saw the GDC adopt Sustainable Design Principles, which would later be adapted by ICO-GRADA. The National AGM was adjourned early Saturday evening.

And we look forward to the 2007-2008 GDC Annual Report, which is being designed by local talents at Spacecadet Design.

Scholarship Winners

The GDC National Scholarship winners for the past year were:

Winner of the Veer \$2,500 Scholarship

Jennifer Thai, York/Sheridan Bachelor of Design (Toronto, Ont.)

Project: Sprouted Brown Rice Packaging (Instructor: Albert Ng, FGDC)

Winner of the Adobe \$2,000 Scholarship

Edeline Bernal, York/Sheridan Bachelor of Design (Toronto, Ont.)

Project: *RAW Magazine* (Instructor: Mary Ann Maruska, FGDC)

Winner of the Applied Arts \$1,000 Scholarship

John A. Larigakis, Capilano University (North Vancouver, B.C.)

Project: WWF Campaign (Instructor: Carol Aitken, MGDC)

Winner of the Aquent \$1,000 Scholarship

Emery Lane Norton, University of Alberta (Edmonton, Alta.)

Project: Re Purpose Poster (Instructor: Aidan Rowe, MGDC)



National Report

Judging of the scholarship winners took place on the Sunday following the National AGM. Judges were pleased to see the quality of designs submitted continue to increase over previous years.

Promoting the Cause

GDC National President Rod Roodenburg, along with representatives from the B.C. Mainland Chapter, were in Beijing to attend ICOGRADA Design Week, promote Canadian design and the upcoming Design Week in Vancouver (April 26-30, 2010). A worthy note, Robert L. Peters, FGDC, was recognized at this event with the ICOGRADA President's Award for his considerable contributions to the work of ICOGRADA (and the GDC and industry, for that matter).

GDC National continues to battle on our behalf, fighting spec request proposals and in providing additional incentives, through an impressive range of member discounts and perks, for maintaining professional membership with the GDC. The Society of Graphic Designers of Canada is a member-based organization of design professionals, educators, administrators, students and associates in communications, marketing, media and design related fields.

Since 1956, the GDC has been an advocate, a voice and a resource for Canada's graphic design profession. The GDC is a national certified body of graphic designers promoting high standards of visual design and ethical business practices for the benefit of Canadian industry, commerce, public service and education. Through the media, publications, seminars, events, conferences and exhibits, the GDC builds awareness of graphic design and its essential role in business and society.

The GDC – and the profession – continues to evolve. Being an active professional member of the Society of Graphic Designers of Canada is a truly rewarding experience. For more information, and to stay current, visit www.gdc.net/chapters/manitoba



GDC adopted Sustainable Design Principles, which would later be adapted by ICOGRADA.

Thanks to our Sponsors!

Patron

Smallbox Software Inc.

National Media Partner

Applied Arts Magazine

Scholarship Partners

Adobe Canada

Aquent

Applied Arts Magazine

Veer

National

Publication Partners

Unisource Canada, Inc.

Friesens Corporation

Monadnock Paper Mills, Inc.

Bradbury Branding & Design

Tétro Design

National Print Partners

McCallum Printing Group

Stora Enso

Coast Paper

FontShop

Bounty Print

Digital Direct Printing

Fotoprint

Font & Image Suppliers

All Canada Photos

DesignPics

FontShop

Getty



Sponsorship Report

Toby Bartlett MGDC
SPONSORSHIP CHAIR

BEING NEW TO THE SPONSORSHIP AND RELATIONS CHAIR IN 2009, I was excited about what I could do both for the GDC Manitoba and for our members. With that in mind I have a very exciting 2010 planned for everyone. Being a GDC member in 2010 will mean more to you than joining a group of your peers, being recognized in the industry and getting numerous chances to expand your design horizons – it will also mean tangible benefits only GDC Manitoba members get to appreciate.

The GDC Manitoba Vision

My vision for what I will achieve in the sponsorship and relations chair is to create more value for you, the members of the GDC Manitoba, and to constantly expand the reasons being a member of the GDC is a great way to enhance your professional and personal life. I will also be primarily responsible for managing the fundraising sources for the chapter, by means of sponsor relationship development. I will be working closely with the activities chair on an established calendar of yearly activities and assist in identifying the potential sponsors for the various events and activities we have planned throughout the year.

Throughout the year, GDC Manitoba members are going to have access to special discounts, promotions and exclusives at the places that a designer cares about. And we're talking the whole designer here, so it's not just going to be paper sales and printing discounts (although those are planned, too!). No, it's going to mean being able to get exclusive member-only deals on the things that make our lives go around: from transport discounts, to exclusive book offers, to frequent purchase bonuses at the retail spaces you care about.

Discounts and exclusives aren't the only focus of the sponsorship and relations chair in 2010; I am also going to be looking for major corporate sponsors to donate services and equipment to the GDC Manitoba which will help us put on amazing events like guest lecturers, lunch talks and studio design sessions.

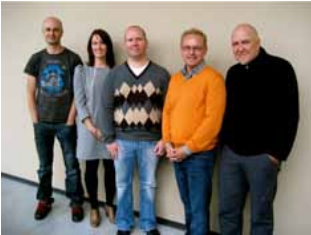
I'm excited about 2010 and look forward to a year of my fellow board members and I making it a year to remember. Keep an eye on the GDC Manitoba in 2010 – we're going to do great things!



Casual get-togethers such as the GDC-presented likemind Winnipeg event allowed creatives to mix and mingle.



Melissa Archer GRAD
PROFESSIONAL DEVELOPMENT/
ACTIVITIES CHAIR



Left to right: Alex Beim, Jane Cox, Brian Kuz, Jeff Swystun and Richard Seireeni – the five incredible presenters at BlueSky 2009.

Activities Report

LAST APRIL, I TOOK THE POSITION of Activities Chair on the Board. Since then we've held a few events – and have a lot more lined up.

BlueSky 2009

GDC Manitoba presented the BlueSky 2009 conference in October – a big hit – which followed the theme IN/OUT: a look at inspiration and how it is manifested in our work. The event featured five amazing presenters that wowed us with their inspiring stories and craft. **Alex Beim**, founder of Tangible Interactive Design, creates imaginative and interactive installations. **Jane Cox**, the founding principal and creative director of Cause+Effect in Vancouver, has led culturally influential projects such as Fuse at the Vancouver Art Gallery and PechaKucha Night. **Brian Kuz**, director of business insights at Red Bull, gave insight on integrating traditional practices with cutting-edge consumer research. **Richard Seireeni**, former art director at *Rolling Stone*, creative director at Warner Bros., and founder/director of The Brand Architect Group, recently authored *The Gort Cloud*. And **Jeff Swystun**, chief communications officer for DDB Worldwide – the world's leading consolidated marketing communications network – was also on hand.

In addition to the diverse set of speakers, there was an incredible dinner at the Manitoba Club, a juried award show and a poster exhibition. Overall, BlueSky was outstanding – and it wouldn't have been possible without the BlueSky committee and the event's sponsors. I'd like to thank all of them for their hard work and support.

Getting Together

GDC Manitoba hit off November by holding *Tales from the Dark Side*. Design horror stories were exchanged in the boxcar dining room of Resto Gare. The night also had mingling, hors d'œuvres and a sale of BlueSky posters courtesy of Guppy Graphic Design.

The chapter started hosting **likemind** in Winnipeg, a monthly coffee meet for creatives held in cities around the world. The gatherings have no formal structure, fees or agenda; rather, participants exchange ideas, job tips and useful contacts, while also batting around ideas about technology, art, business and culture. Our first meet was in December and the second just last week. This will be a monthly event that will take place at the Fyxx on Broadway or Albert Street.

PechaKucha has spread across the world and now GDC Manitoba will be hosting it in Winnipeg. PechaKucha Nights are informal, fun gatherings where creative people get together and share ideas, work, thoughts, holiday snaps – just about anything really – in the PechaKucha 20x20 format; there are 10-15 speakers in the night that give a six-minute-40-second slideshow presentation. Our first PechaKucha event will be on February 17, then three more after that over the course of 2010.

GDC Manitoba aims to re-start its popular lunch talk series again next month, through until the summer. There will be more details at a later date.

I'd like to thank the my fellow board members for helping me ease into the position of activities chair and making these events a success.



Education Report

Scott Gillam MGDC
EDUCATION CHAIR

AT THE JANUARY 2009 AGM, I TOOK OVER THE POSITION OF EDUCATION CHAIR from Raelene Hanna, who had recruited the chapter's student representatives from the previous fall. I'd like to extend my thanks to her for making the transition in the middle of the school year so accommodating, and I'd also like to extend the GDC's appreciation to all of our student representatives past and present.

Portfolio One-on-One

Last April, GDC Manitoba held its annual Portfolio One-on-One event at the King's Head Pub – where chapter MGDC members met with fourth-year students from the University of Manitoba School of Art and second- and third-year students from Red River College. Students brought their exit portfolios for review, with 16 graduate students taking the opportunity to meet with designers from across the city. Thank you to all the GDC members that volunteered to support the event!

School Visits

Our previous education chair had met with students in the fall of 2008, and in April I met with students at both Red River College and at the University of Manitoba to introduce myself and further emphasize what the GDC has to offer. The administration at both schools have been very supportive in initiatives set forth by the GDC, particularly in accommodating us utilizing facilities both for speaking to students directly and also for professional development of our members at large. We welcome the latest round of graduates into the field and look forward to their further involvement with the GDC.

Along with Steve Bamburak, I also met with students at Red River College in the weeks following the beginning of the fall term. We provided information on everything the GDC has to offer students as well as its professional members, along with highlighting the then-upcoming BlueSky conference. Thanks to Steve, and to Brian Fawkes at RRC for accommodating the GDC into their schedules. I also met with students at the U of M, and would like to thank Kirk Warren, department head for Graphic Design at the School of Art, for his involvement and support of BlueSky and the GDC's role at the U of M.

Designers, Students and the GDC in 2010

GDC Manitoba continues to play an important role in establishing the relationship between design practitioners and students entering the field. Through mentorship, portfolio reviews and disseminating information on best practices, I look forward to the continued involvement of the GDC in its relationship with members both new and old. We are in a field that involves constant learning and continual change, as forms of media and technology further transform our methods and our communication. I would continue to encourage designers at all levels of their careers to volunteer and become involved with mentoring students; there is education for everyone involved that is very rewarding.



GDC Manitoba's Portfolio One-on-One is a unique event that brings together students and design professionals.



Membership Report

Andrew Boardman MGDC
MEMBERSHIP CHAIR

THIS YEAR SAW MUCH CONTINUED INTEREST IN MEMBERSHIP IN GDC MANITOBA, thanks large in part to an extremely energized board, a streamlined application process, and – we hope – stronger support for professional design standards among both designers and the greater business community.

While we did lose a number of members in the chapter, this reflected the national trend of the organization, attributed to a tough economy in 2009. Membership did pick up substantially in the third quarter of the year, thanks in large part to the BlueSky 2009 conference.

Last May, we held a very successful **portfolio review workshop** in Winnipeg. Seven members attended the event to learn about best practices in submitting a portfolio for review, and three of the attendees became new professional members.

We continue to have strong student representation in GDC Manitoba, which bodes well for the chapter, the organization and the industry.

GDC Manitoba Membership

127 Members (down 19 from 2008)

FGDC	2
MGDC	40
LGDC	18
Associate	26
Graduates	17
Students	24

2009 New Members

We wish a warm welcome to all of our new members in the past year. Thanks for joining!

<i>MGDC</i>	June Derksen	<i>Student</i>	Andrea Vidal
	Toby Bartlett		Julie Wasson
	Blake Crothers		Sarah Barchyn
	Kirk Warren		Sarah Forester
<i>Graduate</i>	Hubert Côté	Christian Kent	Jeff Long
	Stephen Hunter	James Scully	Heidi Makein
	Mokhtar Joundi	Brandon Morgan	Ian Mortier
<i>Associate</i>	Richard-Anthony Aquino	James Scully	Jonathan Siemens
	Naoli Bray	Matthew Stevens	Alexander Workman
	Ann Christiani		
	Kristin Lourie		
	Ryan Poworoznik		
	Edward Suzuki		



Membership Report

Thanks to all GDC Manitoba members, for another great year!



GDC Manitoba's sponsorship of student open houses continues to resonate in new membership.

Bill Acheson, LGDC
Ron Ade, Associate
Morris Antosh, MGDC
Richard-Anthony Aquino, Associate
Melissa Archer, Student
Karen Armstrong, MGDC

David Bamburak, MGDC
Steven Bamburak, MGDC
Sarah Barchyn, Student
Mike Barker, Associate
Toby Bartlett, MGDC
Stephanie Besselt-O'Leary, Graduate
Andrew Boardman, MGDC
Colette Boisvert, Graduate
Tom Boresky, Student
Jason Boychuk, MGDC
Edward Brajczuk, Associate
Naoli Bray, Associate
Vadim Brodsky, Student
Karla Burr, MGDC

Andrew Carney, Graduate
Lorraine Carrette, Student
Barbara Chabih, MGDC
Ann Christiani, Associate
Cory Clow, Graduate
Doug Coates, MGDC
Krystyl Comstock, LGDC
Robert Coté, MGDC
Hubert Côté, Graduate
Alice Crawford, Associate
Eric Crone, MGDC
Blake Crothers, MGDC

Jeremy Dacombe, Graduate
Dennis de Leon, Student
Lisa Delorme Meiler, MGDC
June Derksen, MGDC
Shalomarr Dorey, Associate

Brian Fawkes, MGDC
Sarah Forester, Student
Chris Friesen, MGDC
Lee Froese, Student
John Funk, Graduate

Scott Gillam, MGDC
James Gillespie, Graduate
Erica Glasier, LGDC
Mike Grandmaison, Associate
Tye Gregg, MGDC
Jo Ann Greisman, Associate

Kevin Guenther, MGDC
Kristen Guy, Graduate

Donna Hainstock, MGDC
Raelene Hanna, Graduate
Dawn Huck, MGDC
Stephen Hunter, Graduate
Lee Huscroft, Associate

Mokhtar Joundi, Graduate

Jennifer Karton, LGDC
Travis Kawasaki, Associate
Carol Kemp, MGDC
Christian Kent, Student
Cyndi Koshowski, LGDC
Rafal Kozak, Student
Heather Kuryk, LGDC
Evan Kuz, MGDC

Daniel Lamb, Associate
Patrick Landry, Associate
Kristie Leclair, Student
Teena Lee, LGDC
Cheryl Lemoine, MGDC
Bernie Leveille, Associate
Kristopher W. Locke, Associate
Robin M. Loewen, Graduate
Jeff Long, Student
Kristen Lourie, Associate
Marcelle Lussier, LGDC

Heidi Makein, Student
Heather Manson, Student
Melanie Martin, Student
Manny Martins-Karman, MGDC
Anna Matthes, Graduate
Terry Matthes, Student
Ian McCausland, Associate
Mona McClintock, LGDC
Anthony P. McGowan, Associate
Leigh McKenzie, LGDC
Jody McLean, MGDC
Susan McWatt FitzGerald, MGDC
Daniel J. Melendez, LGDC
Vince Mendella, MGDC
Rod Moniz, LGDC
Brandon Morgan, Student
Ian Mortier, Student

Brooke Nelson, Graduate
Robert Niedzwiecki, MGDC
Karen Niedzwiecki, MGDC

Oliver Oike, MGDC
'Segun Olude, MGDC

Tamara Paetkau, LGDC
Jung-ae Park, Student
Sandy Pawlitsky, Associate
Stephanie Pedrick, Graduate
Robert L. Peters, FGDC
Kerri Petrie, Student
Jessica Phillips, Graduate
Lindsay Pikta-Marie, LGDC
Ryan Poworoznik, Associate

Guy Regnier, MGDC
Frank Reimer, MGDC
Steven Rosenberg, FGDC
MariAnn Ruczak, Associate
Robbie Rurak, Graduate

Aquila Samson, LGDC
Carson Samson, MGDC
Ron Sawchuk, MGDC
Warren Schuetz, MGDC
James Scully, Student
Helen Shaw, Student
Tracey Shillington, Associate
Adrian J.K. Shum, LGDC
Jonathan Siemens, Student
Mark Simpson, LGDC
Dean Smallwood, Associate
Jeffrey D. Smith, MGDC
Jennifer Smith, Associate
Heather Soiferman, Graduate
Matthew Stevens, Student
Edward Suzuki, Associate

Jeffrey Taniguchi, Student
Andrea Tétrault, MGDC
Paul Tétrault, MGDC
Juan Pablo Tovar, Student

Dean Van De Walle, MGDC
Adriana E. Vegh-Levy, Associate
Andrea Vidal, Associate
Shaun Vincent, LGDC

Kirk Warren, MGDC
Julie Wasson, Associate
Jeope Wolfe, MGDC
Alexander Workman, Student

Jennifer Young, Student



Communications Report

Jeope Wolfe MGDC
COMMUNICATIONS CHAIR

AN UPDATED CHAPTER WEB PAGE, an informative and member-driven newsletter and targeted events bulletins and announcements helped GDC Manitoba strive to keep its local member base – and the design community at large – aware of the many benefits GDC Manitoba has to offer.

E-Newsletters

Representatives from Smallbox Software were on hand at the GDC National AGM held in Winnipeg to showcase new features and improved navigability of the GDC website. These tweaks have allowed for a smoother and more frequent rate of interaction between the chapter and its member base. And leading the way in spreading the GDC gospel were three Manitoba chapter e-newsletters in the past year, released in March, June and December. These strategically-timed newsletters acted as the chapter's main source of news, event notifications, updates and announcements.

The Manitoba chapter e-newsletter continues to be an almost entirely member-driven machine, and I must express extreme gratitude to all who continue to submit news items, ideas and suggestions. It cannot be stressed enough how important and appreciated it is to receive this continued input from chapter members.

As 2010 marks Manitoba's 20th anniversary as part of the GDC organization, keep an eye out for future e-newsletters and announcements as we celebrate this momentous occasion. I look forward to keeping the e-presses running, well-oiled and busy.

Other Communications

Over the past year or so, GDC Manitoba has ditched its straight-text membership emails for new targeted and on-brand communications – to mark events, updates and workshops offered by the chapter. This was no more evident during the time leading up to our first BlueSky conference held in five years. In advance of the October weekend event, GDC Manitoba released a series of updates, teasers, news items and Q&A sessions with BlueSky presenters. These communications ultimately did their part in helping make the event a memorable success.

The GDC chapter web page, more of a secondary source of information for members these days, still actively serves as an effective portal for those seeking information on Manitoba chapter goings-on. It is here that visitors can locate details and keep tabs on upcoming events, update and maintain their online portfolios, access past news items and e-newsletters and find contact information for chapter executives.

GDC Manitoba now boasts an established presence on Facebook and Twitter, largely to assist in keeping individuals abreast of events and notifications the chapter has to offer. The chapter's Twitter feed (currently with 81 followers) was live and busy during October's BlueSky conference, updating on the fly with up-to-the-minute details, and our Facebook page currently maintains an active network of just under 100 contacts.



GDC Manitoba's *Tales From the Dark Side* event, an entertaining evening of design horror stories.



Treasurer's Report

Ed Brajczuk ASSOCIATE
TREASURER

Following are some of the financial highlights for the GDC Manitoba Chapter in 2009:

Membership Dues

Sitting at \$6,154.00, our membership revenue for the year has dropped by approximately 10 percent.

GDC Manitoba Professional Development Series

Our lunch talks continue to be popular and remain free to members. GDC Manitoba managed to attract non-members to events, however hosting the *Tales From the Dark Side* cost \$440.00.

Overhead and Promotion

Our overall costs were down by \$1,652 this year, due largely in part to the National AGM being held in Winnipeg – thus reducing our travel expenses.

Accounting

Fees increased by \$582, but we are now up to date officially remitting annual corporate returns for 2007 and 2008. We are thankful to Kathe Mesmen for providing us services at non-for profit rates.

Sponsorship

The Bruce Gillespie Collection was given \$1,000, while \$500 was given each to Red River College and the University of Manitoba for student open houses and thesis shows.

BlueSky 2009

Conference expenses came in at \$15,668, while earnings were \$16,977. This left us with a net profit of \$1,309. Ending up in the positive could not have been possible without the many sponsors that contributed cash, cash value or services in kind (*see below*). GDC Manitoba encourages all members to show their gratitude by supporting these companies whenever they can:

Esdale Printing (\$2,500)	Dream On Futons (\$750)	Tall Grass Prairie Bread (\$250)
Design Type (\$1,000)	Manlab (\$500)	Dimension Display (\$200)
Guppy Graphic Design (\$1,000)	Signmeister (\$500)	Little Laminator (\$200)
Red River College (\$1,000)	Unisource (\$350)	Girrone and LIV Interactive (\$200)
Make Your Mark (\$1,000, <i>along with club usage allowance</i>)	Vector Corrosion Technologies (\$250)	Total: \$9,700

The Bottom Line

We made some profit with BlueSky 2009 and reduced expenses in some categories. On the other hand, a slight reduction in membership dues, fees to catch up in corporate returns, sponsorship to the Bruce Gillespie Collection, less job posting revenue and *Tales From the Dark Side* resulted in a net income of (\$1,840) for the year. This is not an alarming fluctuation, though we would certainly like to break even or turn a profit in the upcoming years.



Treasurer's Report

Balance Sheet AS AT DECEMBER 31, 2009 WITH COMPARATIVE FIGURES FOR 2008

ASSETS	Dec 31/09	Dec 31/08
Current Assets		
Chequing/Savings		
TD Inc. 5266558	18,199.70	20,188.20
Total Chequing/Savings	18,199.70	20,188.20
Accounts Receivable		
Accounts Receivable	1,264.00	1,827.25
Total Accounts Receivable	1,264.00	1,827.25
Other Current Assets		
Prepaid Deposits	0.00	150.00
Undeposited Funds	259.50	0.00
Total Other Current Assets	259.50	150.00
Total Current Assets	19,723.20	22,167.45
Total Assets	19,723.20	22,167.45
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable	783.34	1,387.47
Total Liabilities	783.34	1,387.47
Equity		
Retained Earnings	20,779.98	21,581.02
Net Income	-1,840.12	-801.04
Total Equity	18,939.86	20,779.98
Total Liabilities & Equity	19,723.20	22,167.45



SOCIETY OF GRAPHIC DESIGNERS OF CANADA – MANITOBA CHAPTER – INCOME STATEMENT YEAR COMPARISON
for the period January through December 2009

	Jan-Dec 2009	Jan-Dec 2008	\$ Change	% Change
INCOME				
EARNED INCOME				
BLUESKY CONFERENCE				
BlueSky: Competition	1,405.00	0.00	1,405.00	100.00%
BlueSky: Conference Fees	12,542.50	0.00	12,542.50	100.00%
BlueSky: General	630.25	0.00	630.25	100.00%
BlueSky: Sponsorship	2,400.00	0.00	2,400.00	100.00%
TOTAL: BLUESKY CONFERENCE	16,977.75	0.00	16,977.75	100.00%
Button Revenue	0.00	760.00	-760.00	-100.00%
Job Posting Advertising	100.00	789.00	-689.00	-87.33%
Memberships Due from National	6,154.00	6,809.90	-655.90	-9.63%
Miscellaneous Income	47.63	0.00	47.63	100.00%
Professional Development Reg. Fees	0.00	158.00	-158.00	-100.00%
TOTAL EARNED INCOME	\$23,279.38	\$8,516.90	\$14,762.48	173.33%
LUNCH TALKS				
Pro Bono Design	0.00	20.00	-20.00	-100.00%
Art of the Storyboard	0.00	30.00	-30.00	-100.00%
Thinking Inside the Box	0.00	70.00	-70.00	-100.00%
Tales From the Dark Side	60.00	0.00	60.00	100.00%
TOTAL LUNCH TALKS	\$60.00	\$120.00	-\$60.00	-50.00%
TOTAL INCOME	\$23,339.38	\$8,636.90	\$14,702.48	170.23%
EXPENSE				
OVERHEAD COSTS				
Bank Charges	9.46	44.78	-35.32	-78.87%
Board Mtgs./Committee Costs/Gifts	2,934.43	2,223.51	710.92	31.97%
Ind. Consultation/Activities	0.00	550.02	-550.02	-100.00%
Legal Fees	250.28	250.06	0.22	0.09%
Membership	404.25	376.30	27.95	7.43%
Office Supplies	131.25	257.64	-126.39	-49.06%
Photocopying/Printing	269.92	111.96	157.96	141.09%
Postage/Courier	0.00	55.12	-55.12	-100.00%
Telephone/Internet/Fax	443.55	472.25	-28.70	-6.08%
Travel	1,261.26	2,857.48	-1,596.22	-55.86%
TOTAL OVERHEAD COSTS	\$5,704.40	\$7,199.12	-\$1,494.72	-20.76%
PROMOTION				
Brochures/Newsletters/Comm.	67.20	122.02	-54.82	-44.93%
Website	0.00	100.00	-100.00	-100.00%
TOTAL PROMOTION	\$67.20	\$222.02	-\$154.82	-69.73%
STAFF COSTS				
Co-ordinator/Bookkeeper	1,299.09	716.80	582.09	81.24%
TOTAL STAFF COSTS	\$1,299.09	\$716.80	\$582.09	81.24%
TRAINING DEVELOPMENT/DELIVERY				
BLUESKY CONFERENCE				
BlueSky: Facility Rental	7,580.53	0.00	7,580.53	100.00%
BlueSky: Flights	2,858.80	0.00	2,858.80	100.00%
BlueSky: Hotel	1,608.43	0.00	1,608.43	100.00%
BlueSky: Postage	937.13	0.00	937.13	100.00%
BlueSky: Print Material	2,683.21	0.00	2,683.21	100.00%
TOTAL: BLUESKY CONFERENCE	15,668.10	0.00	15,668.10	100.00%
Chapter Activities	440.71	0.00	440.71	100.00%
Other (Participant Salaries)	2,000.00	1,000.00	1,000.00	100.00%
Training Leaders/Education	0.00	300.00	-300.00	-100.00%
TOTAL TRAINING DEV./DELIVERY	\$18,108.81	\$1,300.00	\$16,808.81	1,292.99%
TOTAL EXPENSE	\$25,179.50	\$9,437.94	\$15,741.56	166.79%
NET INCOME	-\$1,840.12	-\$801.04	-\$1,039.08	129.72%

Oliver Oike, MGDC
President

Ed Brajczuk, ASSOCIATE
Treasurer