



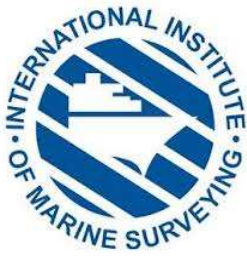
**CANADA BRANCH**  
P.O. Box 14316  
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Vancouver, British Columbia  
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## ***Canada Branch – Report 2021***

Since our last Branch Report, our committee looked inwardly, developing a strategy to improve value for our national membership, brand building the International Institute of Marine Surveying, and connecting industry to our organization. The process is continuous work in progress, while achieving small milestones, throughout our past and recent speaker events, following our 2020 and 2021 Branch AGM's. The process is called Hedgehog, moving from Good to Great, identifying what our National Branch is deeply passionate about; what best drives IMIS Canada, to be the best National Marine Surveying body in Canada; and what is our best resource engine to build professional competency, integrity, and market confidence, moving into the future. These processes will take time, engaging and building alliances in all facets of the marine markets. We are in the very earlier stages of the process, it has brought the Committee members closer together, motivated to take the next steps, and building synergies.

In April, the Canada Branch held its first Virtual Annual General Meeting, including a speaker series following the AGM. The AGM/Online Conference was a huge success, attended by Canadian/US members, Mike Schwarz – CEO., IIMS UK., with speakers from the Canadian Insurance Market, Transport Canada Marine Safety, followed by a video presentation from Capt. John McDevitt, on the California 2019 Dive-boat tragedy. Following the AGM/Conference, Committee members received, positive feedback from attendees, and the speakers. We have another planned Branch speaker series, scheduled in October 2021, open to members and non-members.

The vision and scope of holding a bi-annual speaker series, is to connect the marine surveyor and industry, to relevant and common matters, from a national to regional perspective. Building a Canadian IIMS communication base, where the marine surveyor can align themselves to learn, grow, and engage, through networking opportunities. The speaker series is one of our building blocks, in creating a value brand, sustainable revenues, and solid industry relationships.



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April 17<sup>th</sup>, 2021, the IIMS Canada Branch held its Annual General Meeting, the following Committee Members were re-elected:

IIMS Canada, Committee, Standing for 2021:

- Chairman: Lachlan Mackenzie
- Treasurer: Sarah White
- Secretary: Ted Kant
- Committee Member Pacific Coast Canada: Ted Kant
- Committee Member Central/Great Lakes Canada: Said Nassif
- Committee Member Atlantic Coast Canada: Scott Kennedy

Industry Representatives:

- Ron de Bakker, Liberty Mutual Insurance

To achieve our objectives, creating a valued marine surveying body in Canada, will require building strong and engaging IIMS Committee, relationship development with industries, governmental agencies, academics, and institutions. IIMS Canada created an Advisory opportunity, to nominate strategic industry partners, to function as non-member, non-voting advisors on special projects, to advance the growth of the Canada branch. Ideally, building IIMS Canada from within, is the Committee's foremost choice, although, our challenge is membership participation, to achieve scaling a competent marine surveying body, in balance, to best service all levels of national interests.

Without question, our plans will be incremental, and slow at times, building quality relationships and networks, will be a large part of our long-term successes, recognition, and building market confidence.

IIMS Canada's current membership base is approximately 46, we know as an organization, the key to success is in numbers, having diversity in our roster of a surveyors, to well service a national customer base, is equally important in our brand recognition. The Committee is evaluating various incentives, to attract new members, from various technical, navigation engineering, and testing concentration to join, and support our organization.



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Our committee is made up of 6 dedicated professionals, that meet monthly, over the past year, taking the time to reset a new direction for the IIMS Canada Branch. The strategies come with openness to expand our committee, build relationships and networks that support the International Institute of Marine Surveying national and global objectives. I congratulate the Committee for their commitment and motivation, in the realignment of the Branch strategic direction.

IIMS UK team, as always, is instrumental supporting the Branch throughout the year, and sharing in our successes. When called upon, Mike and his team is fully onboard to listen, provide guidance, and support as needed, I speak on behalf of the Committee, we thank you and your staff for all the support and motivation, wishing the International Institute of Marine Surveying, and our global organization, a Happy 30<sup>th</sup> Anniversary. Cheers !

Sincerely,

Ed O'Connor, MSc.

Regional Director - IIMS Canada Branch.

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