



# Canadian – Armenian – Business – Council

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### Our Mission

To serve and promote the Armenian business community and all of its professionals to the Canadian and North American markets.

Drawing on the Armenian heritage and diverse entrepreneurial and business strengths and experience of its members, CABC aims is to increase communication and co-operation between Armenians in business in order to enhance their professional image, to promote their interests and assist them in the development and expansion of their enterprises and careers.

CABC wishes to act as a marketing tool for North American Armenian businesses, as well as those from abroad, in order to strengthen the financial cooperation between them and to represent them on a larger scale in the North American business community.

### Our Objectives

- Promote inter-trade between members and non-members.
- Provide business courses and forums for discussion and counseling on business problems common to members.
- Carry out economic, fiscal and market research, gather statistics, identify subsidies, and develop and communicate information to meet the needs of members.
- Identify and promote new areas of business ventures, potential joint ventures, and development of trade.
- Promote inter-provincial and international trade, investments in Canada, and the export of Canadian goods and services.
- Organize and participate in international trade missions as required.
- Obtain preferential rates for common services, such as insurance, bank interest rates, legal, accounting, freight, brokerage, advertising, integrated telecommunications, computer services, travel, etc.
- Promote legislation and regulations affecting the members and non-members, and oppose or support, as the case may be, any contemplated federal, provincial or municipal legislation or regulations insofar as they may affect these groups.
- Communicate with the Armenian business community through bulletins, dinners and business meetings.
- Actively publicize and promote the council and Armenian businesses.
- Assist students and learning institutions in the business field.

**Our Structure** CABC has various active committees to attract new members as well as to cater to the needs of the Armenian business community at large by organizing informational and productive activities.

#### 1. Membership

##### 2. Events

- a) Membership educational events
- b) Networking events
- c) Social events
- d) Non-Armenian events

##### 3. Publications

- a) Shahaper
- b) CABC web site
- c) CABC directory and roster
- d) R&D, Vital Statistics Database (VSD)

##### 4. Recognition of Excellence

- a) Awards (members and non-members)
- b) Nominations / elections

#### 5. Youth

- a) General youth programs
- b) Internship
- c) Mentoring
- d) Summer jobs

#### 6. Inter-trade

- a) Inter-trade between members through the networking events co-organized by the Events Committee
- b) Member / non-member interaction – BuyHye campaign
- c) Armenia programs

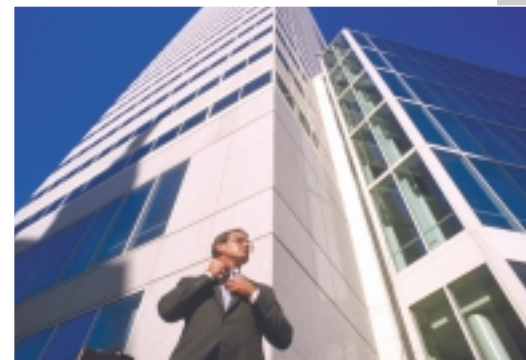
#### 7. Sponsorships and Grants

- a) Government grants
- b) Corporate sponsorships

#### 8. Public Relations

This is the art of letting our message propagate itself and indeed be recognized and considered by the North American business community.

*These committees will work in collaboration with the soon-to-be-established Strategic Planning Task Force.*



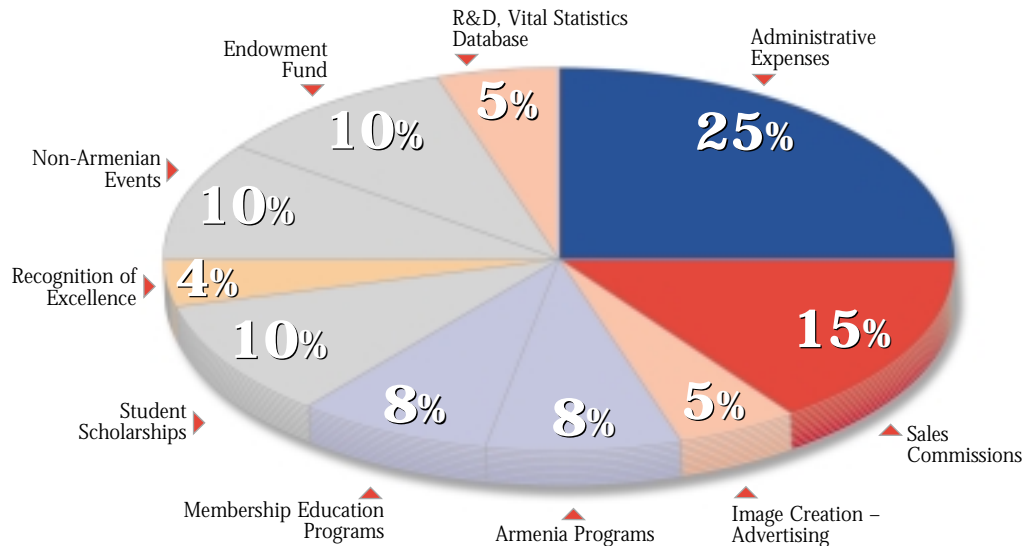
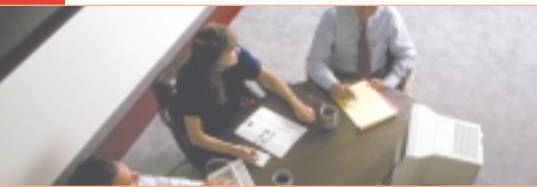
## Allocation of Funds

The funds gathered through individual and corporate memberships, as well as sponsorship programs, are allocated as follows by CABC:



### NOTES:

1. In the case where actual annual funds are higher than the projected figure, administrative expenses will be lowered accordingly.
2. In the case where actual annual funds are lower than the projected figure, administrative expenses will be increased accordingly.
3. Fund allocation may vary from one year to the next depending upon the circumstances that arise.

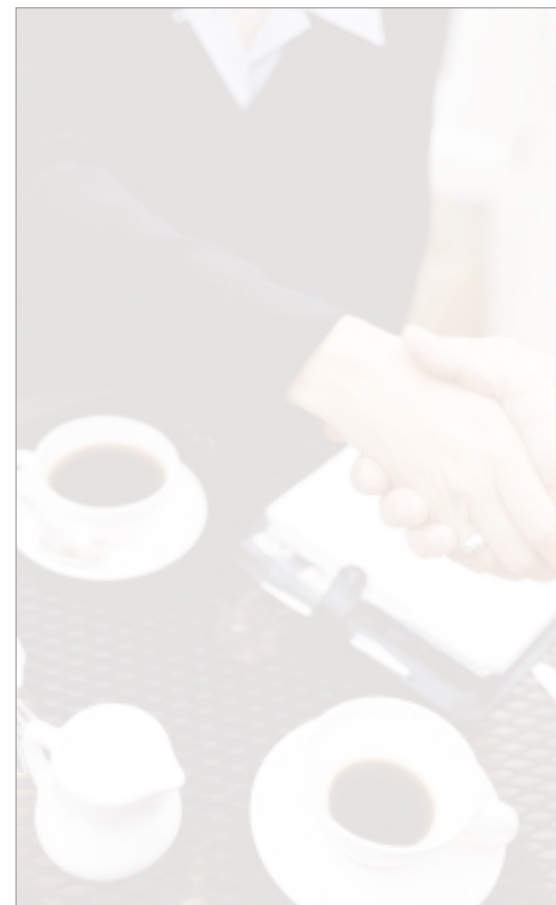


Details of programs are describes on last page

## Income Sources

The following represent the principal sources of income for the CABC. Each committee is allocated a portion of these revenues annually depending on their budget requirements and limitations.

- **Individual Membership**  
CABC aims to increase its individual membership base from 50 to 150 in the upcoming year.
- **Corporate Membership and Sponsorships**  
CABC is always on the lookout for new corporate members as well as sponsors to support their various programs:
- **Membership Education Programs**  
10 programs annually; \$1000.00 per program.
- **Student Scholarships**  
4 scholarships annually; up to \$2500.00 per scholarship.
- **Non-Armenian Events**  
3 or 4 events per program; budget determined per event depending upon various circumstances such as participation.
- **R&D, Vital Statistics Database, and Recognition of Excellence**  
Some members of CABC are actually conducting searches to obtain government funds and/or grants that would boost the budget for these committees.
- **Donations to the Endowment Fund**  
CABC is looking for additional sources of donations that would help increase the various educational and charitable programs each year.
- **Social Events**  
Once again, budget is determined per event depending upon various circumstances such as participation. Total forecasted budget figures are based on previous year's activities.



## Strategic Planning Task Force

The Board of CABC should be the primary body responsible for the development of the organization's strategic goals to tackle the future with certainty.

However, this does not mean paradoxically, that the board should be the sole entity involved in this process. It is therefore crucial for CABC to create a Strategic Planning Task Force and involve its members in this process.

*Does CABC need a strategic plan?*

The so-called plan in itself is the least important element in the planning process. It is the execution of the various objectives and consensus among the organization's members that will propel CABC forward. The process of thinking about the future and its impact on the CABC breeds flexible thinking, which enables the organization to respond when unanticipated circumstances arise. It is time for CABC to refresh its core values and objectives and start thinking about and plan for the future.

**More specifically, the Strategic Planning Task Force shall:**

- Define a clear vision and support it with valid and updated mission statements.
- Clearly assess the organization's needs and the environment in which it operates. This entails:
  - providing member services,
  - increasing membership,
  - undertaking educational activities,
  - representing the members' interests to governments and to the public,
  - developing statistical data and standards,
  - recognizing achievers in the Armenian business community,
  - providing scholarships and mentor programs.
- Define duties and responsibilities for each interest group, each committee, board members, staff etc.
- Define general goals in key areas of CABC's activities
- Prepare a strategic plan and an orientation manual for members

## Membership Levels

**Individual Membership - \$250.00 per year**  
Any business owner, partner, shareholder

Any self-employed professional (lawyers, doctors, accountants, etc.)

Any professional working at a managerial position at an Armenian-owned or a non-Armenian corporation.

Individual members carry voting rights. They can also nominate or be nominated for any one of the members-only awards.

**Corporate Membership - \$1000.00 per year**  
Any corporation.

Allowed to nominate up to 2 individuals of Armenian-heritage as representatives of their corporation. Should they choose not to nominate any representative, they will receive non-personalized invitations to a limited amount of events.

Corporate members have no voting rights. The official representative can be nominated for awards as members can.

**Student Membership - \$25 per year**

Any Armenian student pursuing a university degree, regardless of chosen field or career path.

Student members have no voting rights, however they can be nominated into committees or for awards. To be eligible, each student must have full-time studying status and be 18 years of age or older.

**Honorary Membership - No fees**

Can be granted to an individual or a corporation

Any one person or corporation that the CABC Board of Directors deems worthy through a majority vote.

Honorary members have no voting rights, however they can be nominated into committees or for awards.

**Patron Member - No fees**

Can be granted to an individual or a corporation that has contributed largely to the finances of CABC through donations, sponsorships, and by participation to various events.

Any one person or corporation that the CABC Board of Directors deems worthy through a majority vote.

Patron members have no voting rights, however they can be nominated into committees or for awards.

**Spousal Membership**

No voting rights, no nomination

## CABC Interest Groups

Since there is a wide variety of business people and professionals among its members, CABC shall create different interest groups to better serve their needs.

Suggested groups are:

1. Legal and Financial
2. Automotive
3. Healthcare
4. Retail
5. Manufacturing, Import-Export
6. Advanced Technologies
7. Sports, Arts, Music and Entertainment
8. Engineering
9. Real Estate

*CABC will invite leaders from each interest group to:*

- Identify the individuals or companies
- Identify the needs or requirements of the group
- Create a *Terms of Reference*
- Setup goals for the group
- Setup programs
- Participate in organizational events, publications, membership drives, etc.
- Nominate a member to the Board of Directors, and a member or non-member for Recognition of Excellence



## Armenia Programs

The ultimate goal is to allow Armenian manufacturers to promote and sell their products in Canada, and eventually the United States. CABC acts as a marketing medium for these businesses and represents them through its members in the Canadian market. CABC can, in certain instances, provide technological support to these businesses and help them expand their existing enterprises.

These programs are developed through the Inter-trade committee. They are designed with activities that are self-funding.

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## Membership Education Programs

CABC organizes one event per month (except summer months) that would bring experienced guest speakers from a number of industries. To this day, many individuals have shown interest and presented speeches on topics such as tax planning, life styles, banking and financial services, public speaking, etc.

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## Student Scholarships

CABC will undertake a Student Scholarship program geared toward Armenian students studying at the university level.

These type of programs will help:

- Recognize the efforts of Armenian students in higher education
- Encourage the students to continue to excel

These scholarships are based on merit or competitions organized by CABC. The Recognition of Excellence Committee will administer the program.

In addition to the Student Scholarship program, CABC will consider:

- Internship programs for students to acquire experience in their field of study (summer only or after graduation).
- Providing students with job hunting tools after graduation; CV preparation, interview process, networking, etc.
- Mentoring young entrepreneurs
- Starting a Summer Jobs program
- Starting a Vocational Jobs program

## Recognition of Excellence – Member and Non-Member Achievers

CABC recognizes the achievements of countless Armenian businesses and professionals with a Recognition of Excellence program – governed by an independent committee.

Many categories and various levels of achievement are established, each with their own rules, guidelines, and conditions. It is suggested that some of those categories are geared toward members of CABC and some open to any individual, regardless of their membership status.

The winners are announced at the Annual Gala of CABC where they claim their prizes.

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## Non-Armenian Events

The goal is to promote the doings of the Armenian business community to the public at large and to educate them about our culture. This interaction also helps CABC establish new business relationships and strengthen existing ones. CABC also organizes smaller, local events for the benefit of non-Armenian communities. These type of events help increase membership and sponsorship through corporate donations.

The following are some suggested events for which CABC is considering participating:

- Canada Day Parade
- St. Patrick's Day Parade
- Christmas Sun Youth food baskets
- Telethon of Stars CFCF12

## Endowment Fund

CABC shall establish an Endowment Fund that will receive its income through a yearly allocation of revenues as well as donations or sponsorships. The fund will provide the finances necessary to continue the educational and/or charitable programs established by the organization.

These programs include:

- Continuing education for members
- Student scholarships
- Armenia programs
- Non-Armenian events

Other programs may be added in the future.

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## R&D, Vital Statistics Database

The CABC is embarking on an ambitious community-wide statistics project called Vital Statistics Database (VSD).

The database will provide detailed information about Armenian businesses and professionals, first in Quebec, then in Canada. It will help monitor the growth and expansion of the Armenian business and professional community. There is a well-recognized need for more in-depth information about Armenian businesses and professionals in Canada. This is what the VSD will try to achieve.

The survey will collect detailed information on the number and types of businesses and professionals, their revenues and expenditures, their employment criteria and structure.

The creation of the VSD will help CABC increase awareness for its existence as well as promote its activities to current member and non-member Armenian businesses and professionals.



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