

Special Edition

A Newsletter for Specialist Council Executive Members

Volume 3:2 January 2014



Monique Gravel

Executive Staff Officer,
Teacher Welfare/
Professional Development

Happy New Year! I certainly hope that you have all had a relaxing and restful Christmas break. It's hard to believe that by the time this edition is published, half of the school year will have passed.

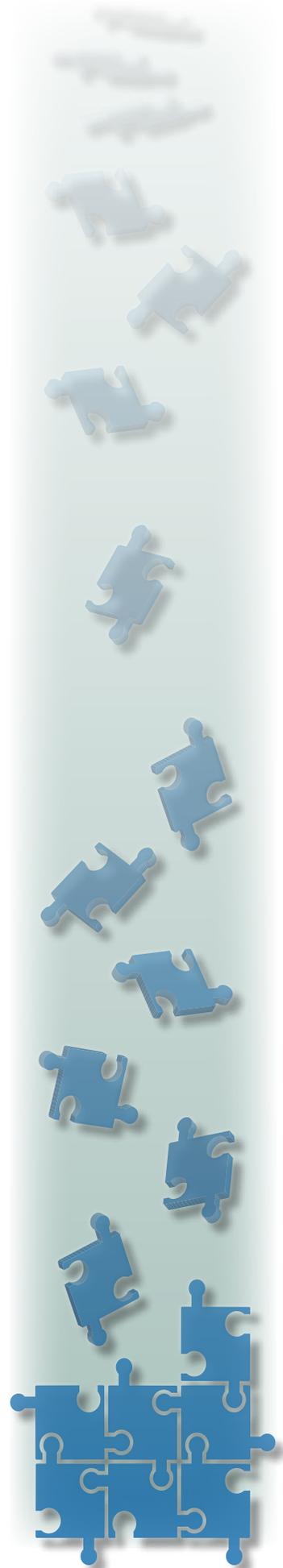
"The more we know about leadership, the more we understand it's about relationships" (Carol Mead, 2009). This quote pretty much sums up what I have witnessed in my short time at the Association. Through my work as factotum, I am overawed by the time and energy devoted by councils to provide quality professional development opportunities to their members. In fact, at our annual training session for presidents, editors, webmasters and treasurers (PEWTs), which took place on November 4, many braved a wicked winter storm and dreadful road conditions to

enhance their skills and knowledge, network with other councils and offer advice to many new council attendees. It was also my first official engagement to meet so many of you, and I appreciate your patience as I transition into this role under the guidance of my colleagues.

During the presidents' session, some councils mentioned that offering an annual conference presents certain new challenges. Some facing these challenges have chosen to collaborate with another council or a national conference to offer joint conferences, while other councils have decided to offer alternative PD opportunities such as regionally based PD, webinars, miniconferences, workshops, seminars, etc. Please remember that an annual conference is not mandatory, but the general meeting must be hosted on a yearly basis.

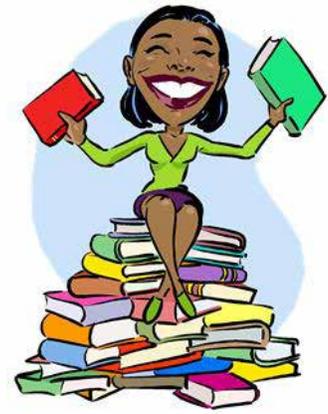
With the arrival of February comes the time for teachers' conventions. As a result of the recent collaborative initiative between specialist councils and teachers' convention planning committees, all councils are asked to provide a list of their members who are willing to present at conventions as well as a list of external recommended speakers. In return, the conventions provide a table for councils to display information about council membership and PD opportunities. Thanks to those that have volunteered to organize the specialist council booth at your respective teachers' convention.

Again, thank you for the leadership you provide and the countless hours and knowledge you dedicate to your respective councils. Should you require my assistance or have a question, comment or suggestion about specialist councils, I can be reached at 780-447-9449 in Edmonton or toll free at 1-800-232-7208 or at monique.gravel@ata.ab.ca.



Your ATA Library Jumps to the Information Pump for You!

Sandra Anderson, MLIS
(Your ATA Librarian)



Did you know that your ATA library provides teachers across the province with research services? Ask us a question related to your professional development and we are happy to find you great articles, books and websites that answer your question.

We often get inquiries about supporting autistic children in the classroom, strategies to improve reading outcomes and techniques to improve mathematics teaching (to name just a few) and we are able to answer them all. We will respond to you with information sources within two business days or sooner.

Need to read some peer-reviewed articles as part of your growth plan? Or are you doing some action research and need a literature review to know what's already been studied in the field? Your ATA library staff have access to databases full of articles that will answer these questions and we are thrilled to search them for you (because, after all, we're librarians!).

How do you access this great service? Just contact us with your questions at library@ata.ab.ca or give us a call at 780-447-9400 in Edmonton or 1-800-232-7208 from anywhere in Alberta. Our friendly library staff are here to help you.



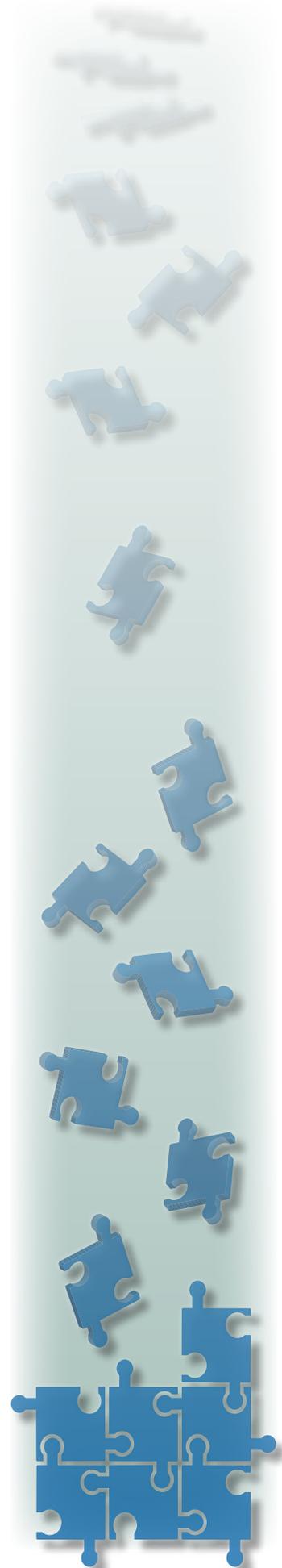
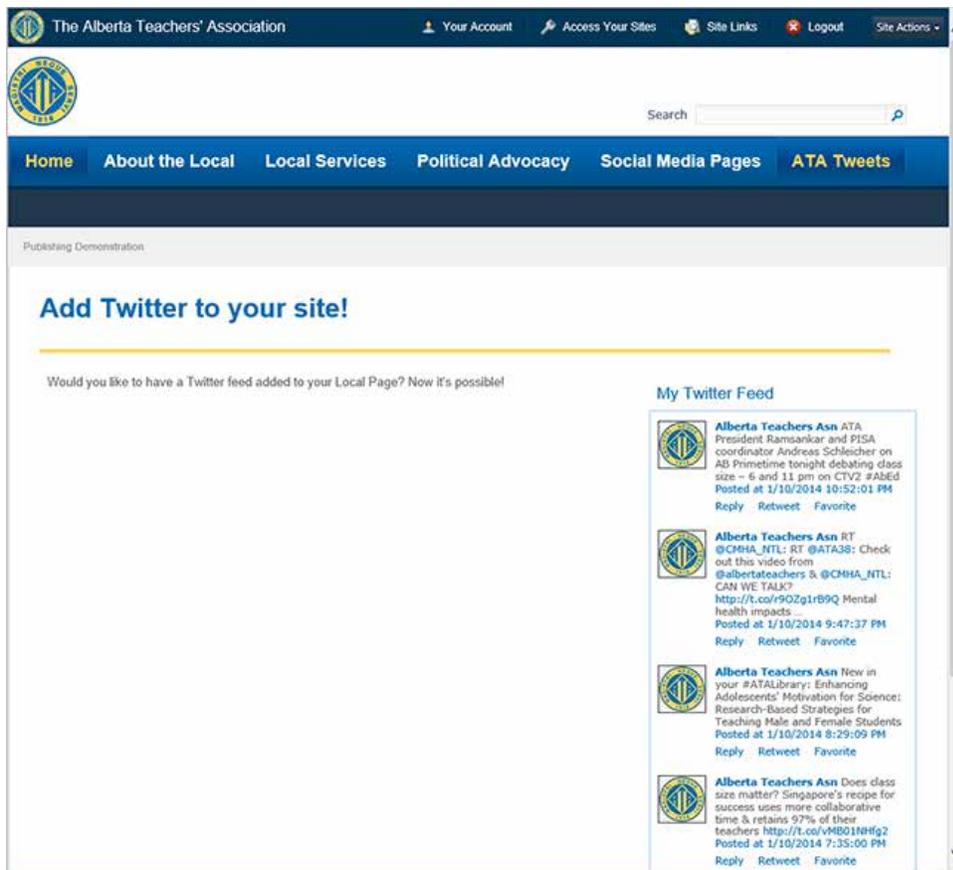
Continued Support and Development Opportunities for Specialist Council Website Managers

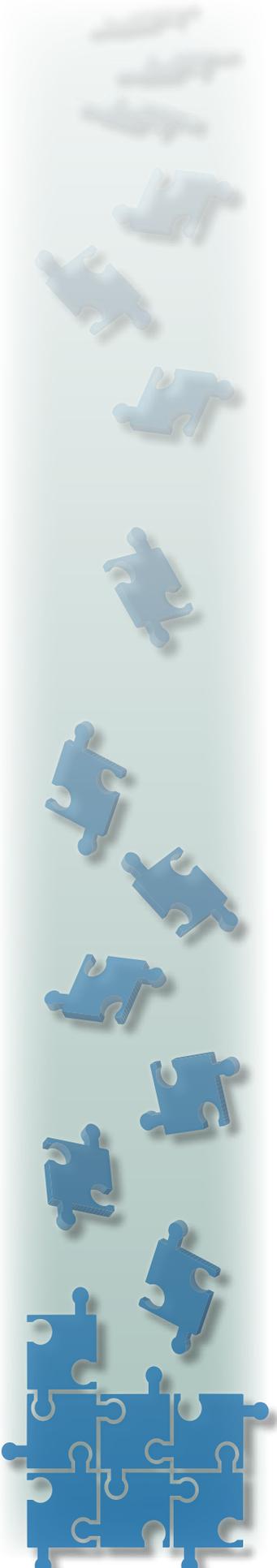


Gregory J Romaniuk
Information and
Technology Services

On Monday, November 4, 2013, nine members of specialist council executives attended the Web manager portion of the PEWTs workshop for specialist councils. Much of the afternoon workshop comprised a best practices boot camp for Web managers new to the role. Topics covered included a review of basic site editing and management; benefits of activating horizontal navigation; an introduction to social media page layouts (RSS and Twitter); and an introduction to and configuration of ATA collaboration areas.

A key goal of this session was to provide specialist council Web managers with the tools and knowledge required to perform a





“spring cleaning” of their site—to cull older materials and to customize the content and structure of the entire site. The various navigation menu category titles and content are highly flexible and can be configured as determined by your Web manager. Unwanted content can be moved or deleted, and new pages added as desired by each specialist council.

Are you interested in adding an existing Twitter feed or your

YouTube videos to your specialist council site? Would you like to learn more about the capabilities of your ATA-hosted website? If so, please contact Gregory Romaniuk at Barnett House Information and Technology Services.

Questions? Please feel free to contact Gregory Romaniuk, by e-mail at greg.romaniuk@ata.ab.ca or by telephone at 780-447-9415 direct or 1-800-232-7208 (extension 415) toll free.

Here's a site that lets you see what your website looks like on different mobile devices.

www.page2images.com/mobile_phone_emulator



The Privacy Times They Are A-Changin'

Maggie Shane

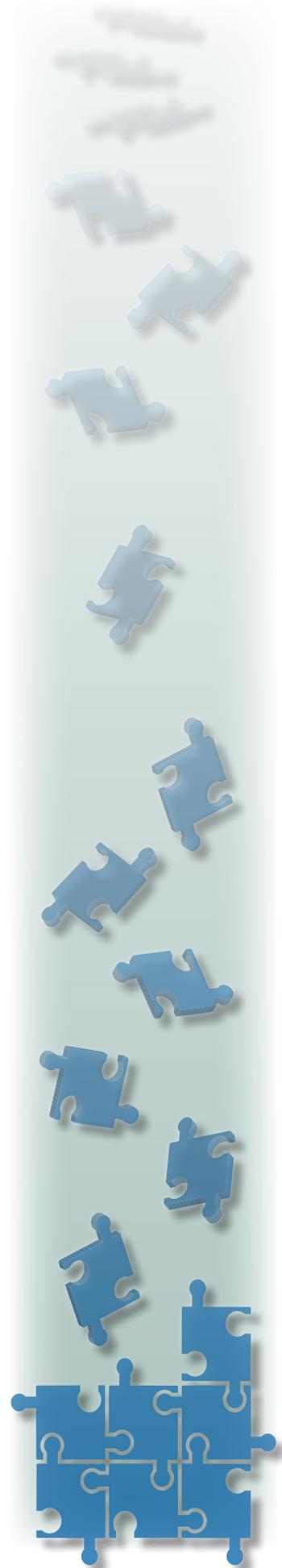
Privacy Officer

On November 11, 2013, the Supreme Court of Canada declared Alberta's *Personal Information Protection Act* (PIPA) unconstitutional in its entirety, with a 12-month delay (*Alberta [Information and Privacy Commissioner] v United Commercial Food Workers*). The Association is subject to PIPA in all of its operations involving the collection, use, and disclosure of personal information. The Supreme Court's ruling, however, does not immediately change any aspect of privacy compliance. It's business as usual in that respect until one of two things occurs: 1) PIPA is repealed and replaced or amended to become constitutional; or 2) the act lapses on November 15, 2014.

If PIPA lapses this coming November, would privacy rules go into

abeyance? The answer is likely no. In that case, the federal *Personal Information Protection and Electronic Document Act* (PIPEDA) would become paramount and come into force in Alberta. It is possible, though, that because PIPA has been declared "substantially similar" to PIPEDA, the federal act itself might not withstand a constitutional challenge should one be brought. It's at this point in the tale of two privacy acts that the waters start to muddy substantially. If PIPEDA is parent to PIPA, and PIPA is unconstitutional, what might be the fate of the parent act? We can reasonably expect, at the very least, several years of complex privacy litigation in Alberta following the demise of the present PIPA legislation. In uncertain and changing regulatory conditions, it becomes even more important that ATA teacher leaders seek advice on privacy compliance whenever their tasks involve collecting, using, disclosing or destroying personal information.

Your privacy officer, Maggie Shane, is available anytime (weekends, evenings, during events, holidays, and the wee hours of the morning) to answer your questions or provide you with materials. Contact Maggie at 780-699-9311 or at margaret.shane@ata.ab.ca.



The Great Annual Tax Man Cometh Event



Didi Heer
Accountant, Subgroup Services

Whoever decided on a tax calendar year needs to be tortured with 40 lashes of a wet noodle. It seems so uncivilized to worry about taxes at the same time as paying the Christmas bills. Why, it's right up there with cruel and unusual punishment. But maybe that's just me.

So, to ease your burden, here are some timely reminders to put you in a proper treasurer reporting frame of mind.

Reporting Requirements for 2013 Tax Purposes

By now, you would have received an e-mail from the great Janice on detailed instructions for reporting honoraria (the most common types

are speaker fees, fees for services by individuals such as conference registrars, and executive honoraria). She sends the e-mail to all council treasurers and conference directors each November. If you have not received an e-mail, please let Janice or me know and we will send it to you. The deadline for reporting the information is December 31. If you have not sent the information, please do so as soon as possible.

The Association compiles the information and files tax returns with CRA for all subgroups (specialist councils, locals and convention boards). It is very time consuming and even more so if we (well, mostly Janice) have to refile due to errors or omissions by the reporting subgroup.

Generally, the CRA position is that any form of remuneration to an individual is considered a taxable income or taxable benefit.

Therefore, if it is not reimbursement for specific expenses substantiated by actual receipts incurred on behalf of council business, the payment is taxable. The decision to report must start with this assumption, followed by applying successive set of facts to justify that the payment is not a taxable income or benefit and therefore does not require to be reported to the Association. "Presumed guilty until proven innocent" is a good rule when it comes to personal tax. I worry about the people that end up with a nasty surprise when they get a reassessment for one reason or another. I get phone calls on this issue every year, but there is not a whole lot I can do after the fact (of course we are always sympathetic). It's best that we are proactive about tax reporting, not only for the council's sake but also for that of individuals.

Tax Waiver Form for Nonresident Individuals

Just a reminder that this form must be filled out by individuals *and* corporations before they enter Canada. The purpose of the form is for individuals and corporations to obtain permission in advance from CRA not to pay taxes for fees earned in Canada. This authorizes the councils not to withhold tax. It does not mean that individuals or corporations do not pay tax; it just means that they will be paying it in their country of origin subject to whatever tax treaty is in place between Canada and the other country. This is the other (but little-known) purpose of the waiver: CRA can actually let you know if you should withhold tax. The US and Canada have a tax treaty to avoid double taxation for their citizens, hence the tax waiver provision.

Please remember that an honorarium must be reported in the year it was paid (earned), so the T4A is issued for that fiscal year. If a deposit is paid for future speaker services, the deposit must be reported in the year that it was paid. This is a common enough situation for many councils that it warrants a special mention. It sounds complex, right? How do you manage tax withholding for the deposit portion where the speaker might elect to pay taxes in their home country for the full fee (with final payment due in the following year)? CRA, in fact, deems the deposit and final fee as two separate honoraria (regardless of what it says in the service contract). Legislation (by the feds especially) almost always trumps legally valid private contracts. The easiest way to do this is to ensure that you receive the tax waiver form from

the speaker before you pay anything. This way, you don't have to worry about tax reporting at all.

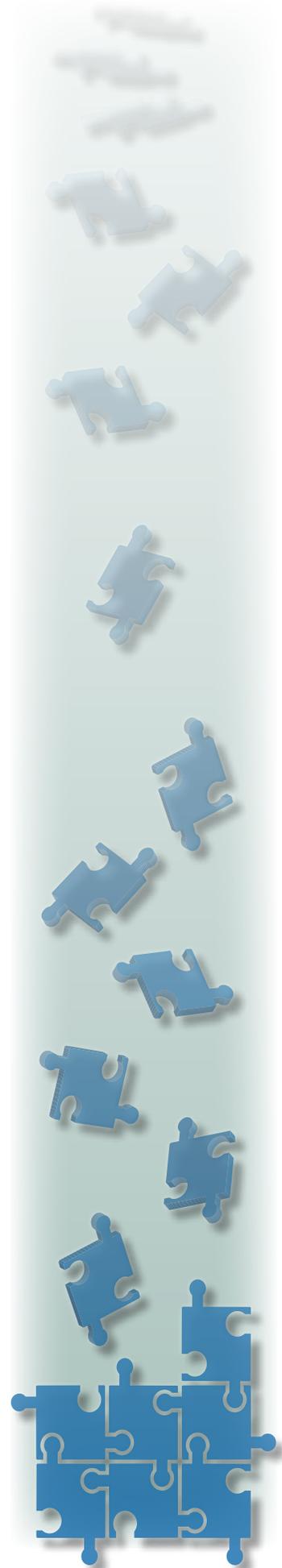
Bursaries, Grants or Scholarships Paid to Individuals

I don't see this very often, but more now than in years past. If your councils are considering granting these types of remuneration, there might be tax implications for both you and the recipient. Please contact me if you need advice about this.

Specifically, grants to individuals to assist them in their research are considered taxable income. Similarly, payment to an individual for research or a project commissioned by a council is a consulting fee and also taxable. Last, but most important, scholarship bursaries are also taxable.

Each of these remunerations is subject to different tax rules, so it's best to consult with Finance first. We can give you some advice based on which tax rules apply to what type of individual grant.

As always, my best wishes for a blessed and bountiful year. Thank you for the privilege of working with you throughout the year.



Choosing a Meeting Destination

How Your Meeting's Objectives Will Influence Your Destination



Leanne Calderwood
Director,
Global Accounts,
HelmsBriscoe

When considering destinations for your next meeting or conference, it's important to go back to the meeting's goals and objectives. Why are you hosting this meeting? As you answer this question, destinations within Alberta (or even within a city or hotel brand) will become clearer for you.

Here are some possible meeting objectives, and how the choice of your hotel can be influenced by them:

Networking—if networking and staying after hours are important, an out-of-town destination may help keep people on site after the day's sessions are over. Banff, Jasper, Kananaskis and Canmore are good destinations for keeping people close at hand at the end of the day.

Local Membership—if you're trying to grow your membership in northern Alberta, hosting your conference far away in Banff will

not meet this objective. Proximity to your potential members will increase the membership, and then you can take them away to another destination the following year.

Business, and pressed for time—this is likely the objective for smaller board meetings held several times a year. If most of your board members are in southern Alberta, choose a hotel in that area that's easy to get to with minimal distractions.

Increasing Attendance—taking your conference away from the hustle and bustle of your delegates' home city will be more attractive to those who would like to create a getaway along with the conference.

Celebration—is your council celebrating a milestone meeting or conference? Consider jazzing up your event by taking it to a venue that has a few additional amenities and create an experience for your delegates.

Build revenue—hosting your conference at a mountain property may drive up attendance, but only if your regular attendees will make the trip. Sometimes building revenue is easier in a city with a large membership base. Take a look at your membership and see where the greatest opportunity for revenue growth lies.

As always, helping councils set their goals and objectives is a big part of our role at HelmsBriscoe. If you have any questions about this critical part of the meeting planning process, I'm here to help.

All the best to you and your team for your 2014 meetings!

Leanne Calderwood, CMP
Director, Global Accounts
HelmsBriscoe
lcalderwood@helmsbriscoe.com

HelmsBriscoe helps specialist councils find and contract with hotels that will suit their needs for their conferences and meetings.



**Chris Dunne,
BComm**
Director,
Marketing and
Corporate
Development,
Event Technology
Solutions

Editor's note: The material that follows is excerpted from material provided by Event Technology Solutions. You may wish to use their services to help you plan and manage your events.

Event Technology Solutions is a division of Timewise Event Management Inc, a leading Alberta-based event management and audiovisual solutions provider founded in 1999. We have established ourselves as a progressive, proactive and forward-thinking team of experts who take the time to understand the needs of our customers and to deliver excellence in service.

Our team works from the earliest stages of planning to help our clients translate their strategic objectives into well-executed, high-impact events. Our clients include government agencies, associations, educational institutions and corporations. Their events include meetings, workshops, symposiums, conferences, conventions, exhibitions and corporate events with attendances from 15 to over 3,500 people.

Our audiovisual and technical professionals among the best our local industry offers. We also add value by having a large network of

local contract professionals whom we utilize when workload demand requires. We also have a subsidiary company, Event Supply Canada, that can provide all necessary logoed conference materials at competitive rates, offering a one-stop shop for ATA event organizers (www.eventsupplycanada.com).

We have personal relationships with colleagues (planners and suppliers) across Canada, the USA and internationally. They have proven to be a valuable resource for ideation, networking, supplier sourcing and professional development opportunities. We can leverage these relationships to add value to your events.

We are committed to providing a full-service team on site with defined roles, in order to promote clear paths of communication, thereby minimizing potential problems that might arise from an otherwise undefined organizational structure.

We require a minimum of two full-time full-service technicians at an event to service general audiovisual requirements. Additional technicians will be added as required depending upon the demand for audiovisual services.

We always have a backup plan for equipment belonging to the ATA that may not meet the presenter's needs. We are prepared with necessary technology and capabilities to adapt to any request. We also recognize the need for a minimum amount of onsite inventory. Our equipment usage and rental program is managed through inventory management software, ensuring that all services are delivered without compromising efficient and timely provision. It is mandatory that we have excess equipment onsite as backup and for unforeseen requests.



Because Event Technology Services is Edmonton owned and operated, we are able to customize our operational framework to complement the objectives of the Alberta Teachers' Association. Ongoing pricing assessments and comparisons confirm that our regular pricing is more than 20 per cent below industry standard. We can attain this because, unlike our international competitors, our prices are not inflated to cover large overhead. We will ensure this price differential on an ongoing basis. Our flexibility in pricing is a definite asset, as well as our friendly presence and the hometown hospitality we offer as a company with Edmonton origins.

We maintain a general liability insurance policy and an automobile liability insurance policy; we carry sufficient and current Worker's Compensation Board (WCB) coverage on our employees and company principals. Our coverage is extended to subcontractors where required.

We consider the protection of personal information of upmost importance. We have a privacy officer on staff who ensures that we fully comply with the requirements of Alberta's *Personal Information Protection Act* (PIPA). Our privacy officer also ensures that we meet the requirements of Canada's *Freedom of Information and*

Protection of Privacy Act (FOIP) when it is necessary to collect personal information on behalf of public bodies.

We also have privacy protection policies in place to protect records of personal information against unauthorized access, collection, use, disclosure or destruction. When collection of personal information is required, notification of the purpose is provided. For further information on our privacy protection policies, please contact our office and ask to speak with our privacy officer.

The security of data collected from or on behalf of our clients is extremely important. We have made considerable investment in software, technology and processes to ensure the security of data we collect and manage. Our data is stored securely and can be accessed remotely from locations anywhere in the world. We also require all staff to sign nondisclosure and confidentiality agreements.

We look forward to working with the ATA.

Chris Dunne, BComm
Director, Marketing and
Corporate Development
Event Technology Solutions
Business: 780-444-6776
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Email: chris@eventtech.ca



Important Dates

Please note the following important upcoming activities and deadlines:

February 15, 2014: Specialist council speakers list suggestions for teachers' conventions are due. You can access the online form on the PD collaborative site at <https://collaboration.teachers.ab.ca/pd/publish/pages/default.aspx>. Please submit completed forms to Barb Bossert by fax at 780-447-1741 or e-mail to barb.bossert@ata.ab.ca. Following the February 15 deadline, Association staff will compile the speakers bank into a single document to distribute to teachers' convention boards by March 1 of each year.

February and March 2014: Specialist council booths at teachers' conventions as follows:

February 6–7, 2014: NCTCA

February 13–14, 2014: CCTCA and NETCA

February 20–21, 2014: CATCA, PDTC, SWATCA, SEATCA

February 27–28, 2014: GETCA

March 6–7, 2014: CEATCA and MPTCA

Please note—we still need a volunteer to organize the booth at the following conventions. If you are interested in coordinating the booth at your convention, please contact Cheryl O'Brien or Monique Gravel.

- North Central Teachers' Convention Association (NCTCA)
- Central Alberta Teachers' Convention Association (CATCA)
- South Western Alberta Teachers' Convention Association (SWATCA)
- Southeastern Alberta Teachers' Convention Association (SEATCA)
- Central East Alberta Teachers' Convention Association (CEATCA)

May 2–3, 2014: Spring PDAC, Edmonton. Specialist council presidents or designates are invited to attend. Extra delegates may attend at the council's expense.

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1-800-232-7208

www.teachers.ab.ca

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Submissions for this newsletter should be sent to monique.gravel@ata.ab.ca.

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