



EXECUTIVE DIRECTOR'S MESSAGE

I am pleased to provide the Executive Director's message for the 2010 annual report of the Association of Manitoba Municipalities (AMM). This report outlines the activities of our 12th year of operation.

The AMM and Municipalities Trading Company of Manitoba Limited (MTCML) had another strong year, with MTCML sales consistent at around \$26,000,000. Due to the high participation of our members and discount pricing from MTCML Official Suppliers, the AMM was once again able to offer a rebate back to our membership. This year's rebate was \$500,000, bringing the total rebates to \$4.8 million over the past nine years.

We sincerely thank all municipalities for their continued use of our trading company, and our MTCML Official Suppliers for their part in our success. I am also pleased to welcome several new Official Suppliers and Corporate Members this year, further strengthening our service to our members.

I am also very pleased that the AMM was able to distribute a refund in the amount of \$755,838.87 from the Self-Insurance Loss Pool. This refund, the third in the AMM's history, is made possible due to our program's unique structure as well as favourable claims experience this past year. The AMM has always believed our insurance program is unparalleled in Canada, and our independent study this year supports that. Harper Risk, author of the study, noted that "the design and management of the program is considered 'best in class' by various industry observers and is looked upon as a model for other programs".

Our events continued to draw large number of members this past year, and with good reason. The AMM was able to offer two first-rate and affordable professional development courses for elected officials. Our 11th Annual Convention last November and Municipal Officials Seminar & Trade Show in April were well attended and offered a wealth of information, education and networking opportunities to our members.

This year also marked the end of an election cycle, and with it we wrapped up our series of municipal visits. Our goal is always to meet with each municipal council at least once during their four-year term and we exceeded that goal, meeting with 238 municipalities since the 2006 election. We will begin the cycle anew in 2011 and I look forward to meeting the many newly elected officials over the next four years.

The next four years will also allow the AMM to implement some of the strategies laid out in *Ballot Box Barriers: An action plan for engaging more women in the municipal democratic process*. This report, released in June, 2010 is a result of the AMM Women in Government task force's work over the past year.

THE AMM HAS ALWAYS BELIEVED
OUR INSURANCE PROGRAM IS
UNPARALLELED IN CANADA, AND
OUR INDEPENDENT STUDY THIS YEAR
SUPPORTS THAT.

On the communications side, we recently delved into the world of social media, launching the *Ballot Box Barriers* Facebook page along with an AMM blog called *Municipal Musings*. Both have been well received by our members.

I owe thanks to our Board of Directors for its support and guidance throughout the year. I also must recognize the excellent work the staff of the AMM do on behalf of our Board and our membership. They are a dedicated group of people who all take a great deal of pride in the work they do. I could not do my job as Executive Director without their support.

Thanks also to Past-President Ernie Epp, President Brent McMillan and Executive Director Mel Nott of the Manitoba Municipal Administrators Association (MMAA) and all MMAA members for their contribution to the AMM. We truly value the partnership and excellent working relationship between the AMM and MMAA.

Lastly, I thank our membership for their continued advice, support and encouragement. To those of you who have been re-elected, I look forward to seeing you again at our events and municipal visits. And to those of you who are newly elected, I offer a warm welcome to our association. I look forward to getting to know you.

Joe Masi,
Executive Director

