



QUO VADIS?

Polish-Canadian Youth Leadership Challenge

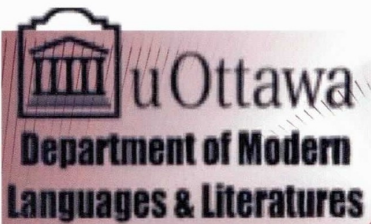


PSSUO

Polish Students Society at the University of Ottawa

MAY 1-3, 2009
OTTAWA, ONTARIO

UNIVERSITY OF OTTAWA AND THE LORD ELGIN HOTEL



THE EMBASSY
OF THE REPUBLIC OF
POLAND
IN CANADA





**“There is no telling how many miles
you will have to run while chasing a **dream...**”
-Unknown Author**

Quo Vadis? Polish-Canadian Youth Leadership Challenge



Brought to you by

Kamil Mroz
Marta Janczarska
Prof Richard Sokoloski

Magdalena Sulzycka
Arthur Zdziechowski
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Table of Contents

- 1) Conference schedule
- 2) Letters of Greeting
 - *His Excellency the Ambassador of Poland Dr. Piotr Ogrodziński*
 - *The Honourable Minister of Citizenship, Immigrations and Multiculturalism Jason Kenney*
 - *The Premier of Ontario Mr. Dalton McGuinty*
- 3) Keynote speakers
 - *His Excellency the Ambassador of Poland Dr. Piotr Ogrodziński*
 - *The National President of the Polish Canadian Congress Wladyslaw Lizon*
- 4) Extra-Ordinary Panel Series Discussion on Leadership
 - *Prof Tom Brzustowski - Officer of the Order of Canada*
 - *Ms. Halina Marszalek McGregor C.A. CEO of Polish Credit Union*
 - *Honourable Colonel Gary Chris Solar, OStJ, CD*
 - *Basia Ruta, C.A. Assistant Deputy Minister Environment Canada*
 - *Councillor Peter Milczyn - Ward 5, Etobicoke-Lakeshore*
- 5) Young Leaders Interactive Workshops
 - Guest Speaker: Lieutenant Colonel Walter J Perchal
 - Guest Speaker: Mr. Wojciech Sniowski
 - Executive Organizers: Kamil Mroz and Magda Sulzycki
- 6) Appendix (Example Documents)



Friday May 1st, 2009

Time	Scheduled Event
8:00-15:00	Free time
15:00-17:00	The Lord Elgin Hotel Check-in: Change into business attire and proceed to Ceremonial Flag Raising
17:00-17:45	Ceremonial Flag Raising Location: Ottawa City Hall (110 Laurier Avenue West)
19:00- 23:00	Opening Reception and Welcome Speeches Location: Parliament Hill - Centre Block Room: 237-C <u>Key Note Speakers:</u> <i>His Excellency the Ambassador of Poland Dr. Piotr Ogrodziński</i> <i>The National President of the Polish Canadian Congress Wladyslaw Lizon</i> <i>PSSUO and The executive organizers of the conference</i>



Saturday May 2nd

Time	Scheduled Event										
7:00-9:00	Breakfast at the University of Ottawa Announcement of Rules for the Leadership Challenge Location: University Centre Cafeteria (see map)										
9:00-13:00	Surprise Group/Leadership Challenge <u>Lunch Provided</u> at Final Challenge Destination										
13:00-13:45	Back to Hotel to Freshen up (Business Attire)										
14:00-18:00	<p align="center">The University of Ottawa <i>“Quo Vadis? Reflecting on our Future”</i> Location: Desmarais 1160</p> <table border="1"> <thead> <tr> <th>Time</th> <th>Event</th> </tr> </thead> <tbody> <tr> <td>14:15 - 14:45</td> <td>Opening lecture by Polish Combatant <i>Dr. Andrzej Garlicki Officer of the Order of Canada</i></td> </tr> <tr> <td>14:45 - 16:30</td> <td> <p align="center">Extra-ordinary panel series discussion on Polish-Canadian leadership:</p> <p align="center">Official Moderator: Prof. Dr Richard Sokoloski</p> <ul style="list-style-type: none"> - Dr. Tom Brzustowski Officer of the Order of Canada - Ms. Halina Marszalek McGregor C.A. CEO of Polish Credit Union - Honourable Colonel Gary Chris Solar, OSTJ, CD - Basia Ruta Assistant Deputy Minister Environment Canada - Councillor Peter Milczyn - Ward 5, Etobicoke-Lakeshore </td> </tr> <tr> <td>16:30 - 16:45</td> <td>Coffee Break</td> </tr> <tr> <td>16:45 - 18:00</td> <td> <p align="center">Interactive Trade/Culture Fair <i>“Get to know Polonia”</i> Location: Desmarais Lobby</p> </td> </tr> </tbody> </table>	Time	Event	14:15 - 14:45	Opening lecture by Polish Combatant <i>Dr. Andrzej Garlicki Officer of the Order of Canada</i>	14:45 - 16:30	<p align="center">Extra-ordinary panel series discussion on Polish-Canadian leadership:</p> <p align="center">Official Moderator: Prof. Dr Richard Sokoloski</p> <ul style="list-style-type: none"> - Dr. Tom Brzustowski Officer of the Order of Canada - Ms. Halina Marszalek McGregor C.A. CEO of Polish Credit Union - Honourable Colonel Gary Chris Solar, OSTJ, CD - Basia Ruta Assistant Deputy Minister Environment Canada - Councillor Peter Milczyn - Ward 5, Etobicoke-Lakeshore 	16:30 - 16:45	Coffee Break	16:45 - 18:00	<p align="center">Interactive Trade/Culture Fair <i>“Get to know Polonia”</i> Location: Desmarais Lobby</p>
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18:00-20:00	Dinner Break										
20:00-23:00	<p align="center"><i>“An Evening in Poland”</i> Embassy of the Republic of Poland - 443 Daly Avenue</p>										
23:00-24:00	“A Night Out on the Town in the Nation’s Capital”										



Sunday May 3rd, 2009

Time	Scheduled Event	
7:00-9:00	Breakfast at the University of Ottawa Location: University Centre Cafeteria (see map)	
9:00-10:00	Ceremonial Mass led by O. Wojciech Kowal, OMI Location: Sacre Coeur University of Ottawa Campus (see map)	
10:00-13:00	Free Time	
13:00-14:00	Lunch Break: Location: University Centre Cafeteria	
14:00-18:00	Young Leaders Interactive Workshops "The Role of Young Leaders in Polonia"	
	Time Event	
	14:00-14:15	Introduction and explanation of workshops Room: Desmarais 4101
	14:15 -15:00	Special Guest: Lt-Col. Walter J Perchal <i>"Workshop on youth engagement"</i> Room: Desmarais 4101
	15:00-15:45	PSSUO Leadership Workshop: <i>"How to Organize a National Conference"</i> Room: Desmarais 4101 Special Guest: Mr. Wojciech Sniegowski <i>"Importance of media and communication"</i> Room: Desmarais 1160
	15:45-16:15	Coffee Break Coffee Break
	16:15-16:30	PSSUO Leadership Workshop: <i>"How to Organize a National Conference"</i> Room: Desmarais 4101 Special Guest: Mr. Wojciech Sniegowski <i>"Importance of media and communication"</i> Room: Desmarais 1160
	16:30-17:15	Round Table Discussion <i>"Conclusions and Future Leaders Competition"</i> Room: Desmarais 4101
	17:15-18:00	Closing Ceremonies and Student Reflections Closing Comments: <i>Prof. Dr Sokoloski and The Organizational Committee</i> Room: Desmarais 4101



*Ambassador of the Republic of Poland in Canada
Ambassadeur de la République de Pologne au Canada*

Welcome Address

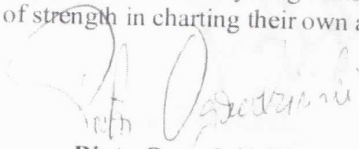
I would like to welcome the crème de la crème of Polish-Canadian young leaders at Canada's first "Quo Vadis? Polish-Canadian Youth Leadership Challenge". This is a one-of-a-kind event which has brought together people who are proud of their Polish roots, passionate about promoting the heritage of their forefathers, and who desire to interweave their unique background into the rich fabric of Canadian society. I am full of admiration for the organizers who have worked hard to make this event a reality.

This conference aims to build bridges between representatives of far-flung Polish-Canadian communities across Canada and focus their creative energies upon the values and ideas embodied in heritage, leadership and unity. Every individual who moves away from home longs for a sense of belonging. In this country, the Polish community has been active in constructing a sense of belonging through integrative efforts exemplified in schools, organizations, as well as spiritual endeavors fostered within parish churches.

Our heritage is where our values spring from. The promotion of Polish culture could not be possible without the leadership of students, graduates and young professionals. Your dynamism, boundless enthusiasm, and idealism are necessary to help preserve the Polish language, culture, history and traditions in Canada. Only working in unison may we be able to ensure that *Polishness* is passed on to the successive generations. The collective contribution of each and every one of you who in the future will occupy positions in the Canadian academia, corporate world or public administration will help to foster this ideal.

Poland of today, celebrating 20 years since breaking the shackles of communist tyranny and anchored in the European Union, beckons you to take advantage of the limitless opportunities in many spheres of life. You may enrich your studies of Polish language and culture at a Polish university or a summer school, pursue an advanced education in any field of your preference, choose a career at a Polish company, or simply visit the land of your ancestors. I encourage you to take advantage of all that contemporary Poland has to offer.

I hope that this year's conference will become an annual tradition attracting ever more participants, and bearing fruit in terms of young Polish-Canadians looking upon their Polish heritage as a source of strength in charting their own as well as Canada's destiny.



Piotr Ogrodziński



Premier of Ontario - Premier ministre de l'Ontario

May 1 – 3, 2009

A PERSONAL MESSAGE FROM THE PREMIER

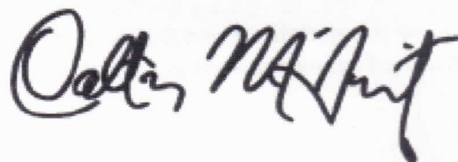
On behalf of the Government of Ontario, I am delighted to extend warm greetings to everyone attending and participating in Quo Vadis? Polish-Canadian Youth Leadership Challenge, hosted by the Polish Students' Society of the University of Ottawa.

Like you, my colleagues and I embrace the cultural diversity that breathes life into our province. For three days, young Polish-Canadians will gather to explore their heritage and learn more about the myriad ways that Polish-Canadians have shaped our communities, our province and our nation. Through workshops, lectures and discussions, this important conference will also enable these young people to hone their leadership skills, test their abilities and learn from the experiences of others.

I encourage all the delegates to draw pride and inspiration from your heritage as you take your place in the world — as Ontarians, as Canadians and as citizens of the international community.

I would like to commend the Polish Students' Society of the University of Ottawa, the Embassy of the Republic of Poland, the Canadian Polish Congress and the University of Ottawa Department of Modern Languages and Literatures. In hosting this important conference, you are helping to nurture the next generation of role models and leaders.

Please accept my best wishes for an enjoyable and productive conference.



Dalton McGuinty
Premier



Minister
of Citizenship
and Immigration



Ministre
de la Citoyenneté
et de l'immigration

Ottawa, Canada K1A 1L1

Greetings from the Minister of Citizenship, Immigration and Multiculturalism

I would like to extend my warmest greetings to all those participating in the Quo Vadis? Polish-Canadian Youth Leadership Challenge, organized by the Polish Students' Society of the University of Ottawa. On behalf of Prime Minister Stephen Harper, I would like to thank the organizers and participants of this great event.

It is hard to believe that the first Polish settlement in Canada was founded only 150 years ago, not far from Ottawa, Ontario. Since then, Polish Canadians, now more than 800,000 strong, have helped shape and build this great country. From the late broadcaster Peter Gzowski, and former Deputy Prime Minister Don Mazankowski, to our current Chief of Defense Staff, General Walter Natynczyk, Canadians of Polish descent continue to leave their mark on Canada and the world.

However, remembering and recognizing the great Polish-Canadian leaders of our past and present is not enough. In an address to the United Nations in 1995, Pope John Paul II said that "the tears of this century have prepared the ground for a new springtime of the human spirit." It is up to the new leaders of today and tomorrow to step forward to ensure that this new springtime blooms to its fullest potential.

Thank you for your efforts in developing and becoming new leaders in Canada and best wishes in all your future endeavours.

Sincerely,

A handwritten signature in black ink, appearing to read "Jason Kenney".

The Honourable Jason Kenney, PC, MP
Minister of Citizenship, Immigration and Multiculturalism



Canada

Keynote Speakers

Piotr Ogrodziński

Ambassador of the Republic of Poland to Canada

**Positions Held:**

November 2004- Ambassador of the Republic of Poland to Canada
2001-2004 Director of the Department of Americas, Ministry of Foreign Affairs
1998-2001 Deputy Chief of Mission, the Embassy of the Republic of Poland in Washington, D.C.
1997-1998 Minister Counsellor at the Embassy of the Republic of Poland in Washington, D.C.
1994-1997 Deputy Director and Acting Director, the Department of Studies and Planning, Ministry of Foreign Affairs
1993-1994 Deputy Director, the Department of Strategic Studies – Polish Institute of International Affairs, Ministry of Foreign Affairs
1991-1997 Assistant Professor (adjunct), Institute of Political Sciences – Polish Academy of Sciences
1990-1992 Coordinator, East European Research Group (Stefan Batory Foundation)
1978-1990 Assistant Professor (adjunct), Institute of Philosophy and Sociology – Polish Academy of Sciences

Selected other activities:

1993-1994 Member of the group preparing and executing training program for the decision-makers in public service at the National School of Public Administration
1989 Member of the Election Promoting Group and attached to it clandestine think tank, at the National Citizen Committee, coordinating propaganda of "Solidarity" in the June 1989 parliamentary elections
1982-1988 Participant of the MRK "S" (Interfactory Workers Committee "Solidarity") an underground "Solidarity" organization
1981-1982 Member of the editing board "NTO" (an acronym for Science, Technology, Education), theoretical biweekly of the Solidarity Trade Union, "Mazowsze" Region

Education and degrees:

1984 Ph.D., Institute of Philosophy and Sociology, Polish Academy of Sciences
1969-1974 M.A., Department of Economic Sciences, University of Warsaw

Research interests and publications on:

International relations and security; the concept of civil society, its history and its application to the study of communist and post-communist countries; studies on transformation in Poland and East-Central Europe, 17th-18th c. English spoken political theory
Born in 1951 in Paris, France. His wife Joanna Agata Kawalerowicz-Ogrodzińska is a psychologist. He has three sons Paweł, Tomasz and Mateusz

Władysław Lizoń

President - Canadian Polish Congress

E-mail: president@kpk.org



Wladyslaw Lizon has been the National President of the Canadian Polish Congress for the last 2 years. He was born in Nowy Sacz, Poland in 1954. Wladyslaw graduated from the AGH University of Science and Technology with a Degree in Mining Engineering in 1978. On completion of his degree Wladyslaw worked in the mining industry in Poland for 6 years gaining experience working first as an engineer in coal mines later as a Technical Manager in a sandstone quarries in Poland.

In 1986 Wladyslaw left Poland and immigrated to Chicago in the United States of America. In Chicago he worked as a Technical Assistant and Production Manager at Marble and Supply International. In 1988 Wladyslaw left Chicago for Toronto, Canada.

In Toronto, Wladyslaw continued to work in the marble industry, this time at TMT Marble Supply. Having gained extensive experience in this field, he became the owner and manager of Gomark Enterprises a consulting business which designs, supplies interior finishes in marble, granite and other natural stones. In 2003 he extended his business to include Gomark Inc., a business for importing and servicing of machinery for use in the stone industry.

Wladyslaw currently lives in Mississauga Ontario with his wife of almost 30 years - Malgorzata. He has two children Marcin and Kinga and two grandchildren - Benjamin and Jan.

As an active member in the Canadian Polish Community, Wladyslaw has served on various boards and committees, including: being the founding member of Branch 95 of the Polish Alliance of Canada in 1995 as well as being the President of the Mississauga Branch of the Canadian Polish Congress for 6 years from 2000-2006

Extra-Ordinary Panel Series Discussion on Leadership

"Quo Vadis? Reflecting on our Future"

Location: University of Ottawa - Desmarais 1160

Official Moderator: Prof. Dr. Richard Sokoloski

Basia Gadomski Ruta, CA - Assistant Deputy Minister, Finance and Corporate Branch Environment Canada



In January 2006, Ms. Ruta assumed the position of Assistant Deputy Minister, Finance and Corporate Branch for Environment Canada (EC). As part of her role, she is EC's Chief Financial Officer and the single point of accountability for the financial management of the Department, an organization with over one billion dollars per year in funding. In addition, Ms. Ruta is responsible for ensuring proper stewardship over assets, contracting and EC's environmental management, as well as for programs and processes supporting the Department's corporate governance, and values and ethics regimes.

Ms. Ruta's career spans 29 years in both the private and public sectors, starting off at Ernst & Young (then Clarkson Gordon) in 1980 and eventually ending up at the Office of the Auditor General in 1984 where she attained the position of Senior Principal, Audit Operations. She joined the public service in 2000 when she became Director General, Corporate Planning, Governance and Balanced Scorecard with the Canada Customs and Revenue Agency (CCRA).

In the spring of 2003, Ms. Ruta was appointed Acting Deputy Assistant Commissioner with the Customs Branch of CCRA. The following summer, she joined the Treasury Board Secretariat-Office of the Comptroller General and was later appointed Assistant Comptroller General where she developed a new policy on internal audit that has contributed to transforming internal audit across the Canadian government and was recognized as globally groundbreaking and cutting edge.

Just recently, she was appointed by the Governor in Council to the Public Service Pension Advisory Committee. The Committee is comprised of 13 members appointed for an unpaid part-time term of three years. Ms. Ruta holds a Bachelor of Commerce degree (B.Comm.), Honours (Spec. Accounting) from the University of Ottawa. She is also a member of the Ontario Institute of Chartered Accountants.

In 2009, Ms. Ruta was also recognized by the Polish-Canadian Women's Federation as one of the top sixty Canadian women of Polish origin who have made significant contributions to Ontario's heritage.

Colonel Gary Chris Solar, OSTJ, CD



Colonel Solar was born in Winnipeg in 1935. He attended a number of schools: United College, the Manitoba Institute of Technology, the Universities of Manitoba and Colorado, the Banff School of Management, the Canadian Forces Command and Staff College, the National Defence College and taught technology at Red River Community College. He is a member of the Advisory Board at the Dr. Frank Davidson Centre for Macro Projects and Diplomacy at Roger Williams University in Rhode Island USA.

During his civilian career, Colonel Solar held management and sales positions with a number of companies: SWIMQUIP Corporation, Bird Construction, Durall Limited, Solar Enterprises and the



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City of Winnipeg until his retirement in 1990. He is the former President and CEO of THE BLACK ISLAND GROUP INC. and is also a senior partner of ART DISTRIBUTORS CANADA and President and CEO of CANADA WEST ART. He is also a founding director GLOBAL CONSERVATION ALLIANCE INC.

Among his many distinctions are the following awards/honours: Officer in the Canadian Priory of the most Venerable Order of the Hospital of St. John of Jerusalem and the St. John Ambulance long service medal, the Queen Elizabeth II's Silver and Golden Jubilee medals, the Canadian Decoration, the Canada Centennial medal and the Commemorative Medal for the 125th Anniversary of Canadian Confederation.

He was Regional Vice Chair for the Federation of Military and United Services Institutes of Canada (FMUSIC), advisor and chair of the constitution committee to the Royal Canadian Armoured Corps (Cavalry), President of the Royal Military Institute of Manitoba, Chairman of the Military Tattoo and President of the FGH regimental Foundation. He was chair of the Manitoba & Northwest Ontario Honorary Colonels Council and member of the National (Army) Honorary Colonels Executive Council. He served as co chair of the Manitoba committee for the Canada Remembers program for the 50th Anniversary of D-Day, VE-Day and VJ-Day. He holds the rank of Volunteer Sergeant in the 78th Highlanders of Canada. During his time in the military, he served as aide-de-camp to three of Canada's Governors General.

Halina Marszalek McGregor Chief Executive Officer – Polish Credit Union



Canadian born to Polish parents, Halina's background includes a strong involvement in her Polish community where she actively participated in educational, cultural, community and volunteer activities. A graduate of McGill University, Halina has a Bachelor's degree in Commerce. She is a CA (Chartered Accountant) who brings with her many years of business experience in finance, business development, general management, marketing, and information systems. Halina has served as Chief Financial Officer in both private and publicly traded companies, and as a Director in Canadian and international companies.

PROF. THOMAS A. BRZUSTOWSKI Officer of the Order of Canada



Prof. Thomas Brzustowski came to Canada with his parents shortly after World War II from his hometown of Warsaw. He graduated with a B.A.Sc. in Engineering Physics from the University of Toronto in 1958, and a Ph.D. in Aeronautical Engineering from Princeton in 1963.

Upon graduation in 1958, he joined Orenda Engines Ltd. to work on the Iroquois engine for the Avro Arrow. Since then, he has worked mainly in the universities and government. During 25 years at the University of Waterloo, he was a professor in the Department of Mechanical Engineering, teaching and carrying out research in thermodynamics and combustion. He was also Department Chair for three years, and Vice-President, Academic of the university for more than twelve.

In 1987, he joined the Government of Ontario first as Deputy Minister of Colleges and Universities and later as DM of the Premier's Council. In 1995, he became president of the Natural Sciences and Engineering Research Council of



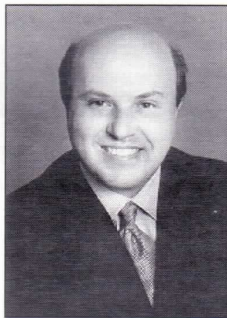
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Canada, the primary federal agency supporting university research in these fields, and served there for two five-year terms.

Since October 2005, Brzustowski has been the RBC Professor at the Telfer School of Management of the University of Ottawa and also Chair of the Board at the Institute for Quantum Computing at the University of Waterloo.

Professor Brzustowski holds honorary doctorates from many Canadian universities, and has received the Engineering Alumni Medal from the University of Toronto, as well as the Gold Medal of the Ontario Society of Professional Engineers and the Professional Engineers of Ontario. He is also an Officer of the Order of Canada, and a Fellow of the Royal Society of Canada, of the Canadian Academy of Engineering, of the Engineering Institute of Canada, and of the Canadian Society for Mechanical Engineering.

Councillor Peter Milczyn - Ward 5 Etobicoke-Lakeshore



Peter was born in Etobicoke in 1965 and grew up in Mimico. Upon graduation from Etobicoke Collegiate Institute, Peter went on to the University of Toronto's Faculty of Architecture where he graduated in 1989 with a Bachelor of Architecture Degree. A lifelong passion for architecture and urban design coupled with his interest in municipal affairs convinced Peter to seek elected office, and in 1994 he was elected to serve as a Councillor with the former City of Etobicoke.

Over the course of his three-year term, his achievements included bringing architectural design excellence and urban design issues to the forefront of the political agenda in Etobicoke. He played a key role in the stimulation of development on the moribund Etobicoke Motel Strip, including renaming it "Humber Bay Shores".

Re-elected in 2000 to the Council of the newly amalgamated City of Toronto, Peter continues to be a leader at the city on issues of architecture, urban design and development.

As Chair of the e-City Committee Peter has been tasked by Mayor Miller with overseeing the development of the city's Information and Technology strategy and launching E-government customer service initiatives. As Chair of the West District Study Group, Peter is coordinating the re-development of forty acres of city-owned lands in the Etobicoke area of Toronto. His architectural and development experience is allowing him to play the key strategic role in this largest public land development outside of the city's port lands re-development.

In 1991 he established his own consulting firm, PZM DESIGN. Moreover, he got involved in the non-profit housing sector and was involved in the development of several significant private and public projects. Peter's most recent professional work included a range of residential and commercial projects from custom residences to multi-million dollar condominium complexes, and retail developments.

Dr. Andrzej Garlicki Officer of the Order of Canada



Dr. Andrzej Garlicki: Artillery, Polish Second Corps and is also the current President of the Polish Combatants Association in Canada, Head Executive Board. He is an Officer of the Order of Canada and a veteran of WWII.

Heritage

Leadership

Unity



Young Leaders Interactive Workshops

"The Role of Young Leaders in Polonia"
University of Ottawa - Desmarais 1160

Special Speaker:
Mr. Wojciech Sniegowski

The Importance of Media and Communication How to Stage Your Media Events

Press Releases and the Media Advisory

Think of a press release as the brochure and media advisory as the invitation that you send.

Parking

Experienced event planners know to provide parking for the media.

Media Check-In

Have a separate, well-marked table for media check-in. People handling the check-in table should be familiar enough with the event to answer logistical questions, but they should not be expected to answer questions on the record.

The Media Area

Always try to provide a reserved area for journalists

Camera Platform - If you expect television coverage, provide a sturdy platform for cameras

Want More Media Coverage?

Remember 7 "F"

Face - From the media's perspective, every story has a face. It could be a celebrity, a CEO, a trusted expert, a government official, a dignitary, an author, a beneficiary, and even a victim

First - The "first" in this sense is not based on which media outlet receives the exclusive story. Rather, it is based on how you position your product, service, situation etc

Finances - If you want to get on television, radio and in print determine how your product or service affects a consumer's purse strings.

Fear - Unfortunately, the phrase "if it bleeds it leads" is all too often a front page reality. Some say that the media is in the business of selling fear, however there does seem to be a gravitation toward it.

Fix - Offer the solution to a problem

Feat - The World's Biggest Bagel! Call Guinness Book of World Records and let them know we have a special event

Facts - It seems self-explanatory and self-evident, however, many companies continue to send out a press release or notify the press without having all the information.

Simple Techniques for Media Interviews

Walk the bridge or wave a flag to get your message through

In media training, people are taught the use of simple devices that allow you to effectively transition to deliver all of your key messages, while moving away from sensitive questions, but before you get there you need to remember simple rules:

Relax you will be talking about something that you know very well



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Concentrate on the host, forget about the cameras

Listen to the questions if you don't get the right question use these techniques

Walk the bridge: One technique is called a "bridge." This is a phrase that allows you to make effective transitions. A bridge is also a great metaphor. Picture yourself walking across a bridge to safety, away from dangerous issues. Also, picture yourself walking toward your goals, toward the key messages you are seeking to deliver.

So, instead of answering a question with one message and stopping, you can bridge to each of your other messages. Examples: "That's a good point, but the key issue is." "In addition, our research shows." "Not only have we grown profits, but we've also."

Flag it: The other device is called a "flag." You use a flag to signal to your audience that a particular point is critical. The metaphor, of course, is waving a flag for attention. For instance, in answering a question about your area of expertise, you might say, "The most important thing for people to remember is." "The critical issue is." "The focus of the debate is."

Gentle warning: It's important to note that these devices are best used with some subtlety.

Special Speakers: Kamil Mroz and Magda Sulzycki

How to Organize a National Conference Grass roots organizing, fundraising, and communication

Getting Started

- Attend similar types of events that you would like to organize. Pay attention to techniques, set-up, and organizational details used; there is no harm in imitating
- Get your message heard! Spread your message to the people that are willing to listen. Let people know about your organization and your goals. Even if it's just an idea, the best way to get people on board is to find like-minded people who can help you out.
- Contact elected officials (MPs, councilors, MLAs, MPPs) or other persons of influence via email or personally to inform them about your initiative; they can be very helpful. It is always good to have a fact sheet ready (ex "our group has 100 students", "we've been featured on national TV"). Let them know who you are and what your initiative is.
- Get letters of support. This will make your project seem more credible. Many federal, provincial and municipal grant applications require letters of support so get them in advance
- Depending on the activity you are planning, establish relationships with other similarly-oriented groups.
- Learn how to write press releases and project reports.
- Find ways to disseminate your information. Most local radio, TV or cable stations have time slots set aside for community events and are always looking for ways to fill them.
- Create a portfolio of press clippings and video interviews. This will make you look active and credible.

Getting a team together



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- Appoint individuals according to their strengths and weaknesses (this may require having worked together previously). Take note of the various skills your volunteers have. Having volunteers with a wide range of skills will not only be beneficial to the project, but also show others how serious you are about the project.
- If there are younger individuals interested in working with you, give them a chance; we all have to start somewhere.
- Appoint a contact person and have a clear a mailing address.
- Have a group spokesperson who can answer questions and disseminate information; this person can also act as a media/sponsor liaison.
- Take minutes during meetings; important decisions should be made as a committee.
- Build a web site. Internet presence will definitely give your cause credibility. To make things easier on you, have a Q&A/Info section; this will help you avoid repeating the same information.

When approaching sponsors

- Do your research. Find sponsors to who are interested in your cause. Each organization is different and has its own specific goals. Your objectives should coincide with the goals of these organizations. Build a case for sponsorship, and support it with facts.
- Look at the sponsor's previous community involvement (**philanthropy**). Find an organizations/business/individual that is targeting a similar target group and align your interest around that (Ex. a sports conference should approach sport stores for sponsorship)
- Put a case-for-support paper together, something that shows where sponsors will get involved. Make sure to emphasize that the sponsor is not only contributing financially but also has an important role in the project.
- Remember volunteer initiatives run on persistence, enthusiasm, and community spirit. Sponsors run on numbers. Sponsors want to see a measurable, so make sure to mention all measureable successes and details that may pertain to them: Polish-Canadian community = 900 000 people, Polish-Canadian contributions to Canadian Society, etc.

Looking into the Future

- Look for ways to establish a stronger, more permanent presence in your community.
- Explore procedures to become a registered nonprofit group.
- Decide to register your own domain name on the Internet. Much like a mailing address, a permanent domain name gives credibility to your venture.
- Make brochures, posters, and interpretive books as an effective way to raise community awareness.
- Seek support for information and ideas with NGO networks and coalitions - nationally and internationally



Example Documents

Date: _____

The Right Honourable Stephen Harper Prime Minister of Canada
Office of the Prime Minister
80 Wellington Street
Ottawa, ON K1A 0A2

Phone Number: _____

E-mail: _____

Website: _____

Dear **Right Honourable Mr. Stephen Harper Prime Minister of Canada,**

The Polish Students' Society of the University of Ottawa (PSSUO) is excited to announce that in collaboration with the Embassy of The Republic of Poland, the Polish Canadian Congress and The University of Ottawa Modern Languages and Literatures we will be hosting the 'Quo Vadis? Polish-Canadian Youth Leadership Challenge'. This weekend-long, nation-wide young leaders' conference will take place in Ottawa from May 1-3, 2009. It will bring together student and young-professional leaders from the Polish-Canadian community for a weekend of workshops, discussions, lectures and team-building exercises centered on emphasizing leadership and Polish-Canadian heritage preservation.

Why are we organizing such an event? The Polonia community in Canada is comprised of over 900,000 members. Politically and culturally, it is bound together by several organizations, the most prominent of which being the Canadian Polish Congress (CPC). Our goal is to introduce the younger generation of Polish-Canadians to the various active cultural groups in the country, and to encourage them to undertake measures of their own to preserve their right to enjoy and preserve Polish-Canadian culture.

The first Polish settlement dates back 150 years to Barry's Bay (Wilno), Ontario. Since then, Polish-Canadians have greatly contributed to shaping Canadian society through their efforts in bringing up generations of strong united families and hard workers. There is considerable Polish-Canadian presence in the political, scientific, military and entertainment industries in Canada. A few more notable contributors in certain sectors are Dr. Jerzy Dobrowolski (contributor to the invention a counterfeit-proof strip of thin film on Canadian banknotes), Peter Gzowski, (Canadian broadcaster, writer and reporter most famous for his work on the CBC radio show Morningside) and Lieutenant-General Walter Natynczyk (Chief of Defence Staff of the Canadian Forces). The Polish community has contributed greatly to national identity and diversity on a number of different levels, and we recognize the effort that the federal government has made towards establishing communication and relationships with our communities.

We realize that it is our responsibility as leaders in our community to guide others and encourage them to learn more about their history and heritage. This is precisely why we have undertaken this task. We hope that delegates will leave Ottawa on May 3rd with a renewed sense of enthusiasm and optimism about the preservation and continuation of Polish-Canadian tradition and heritage.

We would like to extend an invitation to you, **Mr. Right Honourable Stephen Harper PM**, to partake in our conference so as to celebrate and recognize the work you have done for our community in Canada. This will be greatly appreciated and will demonstrate to the Polish community that the government, especially the Conservative Party of Canada, is willing to continue and strengthen the friendship and co-operation between the government of Canada and Polish-Canadian communities.

We are optimistic about the future of the government of Canada's ability to work hand in hand with ethnic minority groups, and we look forward to speaking to you in person about your involvement.

Sincerely,

Organizational Committee
Quo Vadis? Polish-Canadian Youth Leadership Challenge



The Polish Students' Society at the University of Ottawa

"Quo Vadis? Polish-Canadian Youth Leadership Challenge"

A financial statement estimate as of February 18, 2009 for:

Expenses		
General Expenses		
40 rooms at the Lord Elgin Hotel	\$14,500.00	
Renting of either a "Desmarais" auditorium or the "Alumni Auditorium" for the panel series from uOttawa	\$500.00	
Rental of multimedia equipment (audio-video) for the weekend from the University of Ottawa	\$1,500.00	
Ice-Breaker Event cost for the night on May 1 st , 2008	\$1,000.00	
Total Printing Costs (delegate folders, pamphlets, pens, notebook, photocopies, envelopes labels)	\$1,000.00	
Leadership Challenge Activity costs and Prizes	\$1,500.00	
Subtotal General Expenses	\$20,000.00	\$20,000.00
Ordinary expenses		
Flowers/ gift baskets for speakers	\$1,000.00	
Food costs for the weekend -Two breakfasts, one dinner supplied by the conference	\$9,000.00	
Subtotal Ordinary Expenses	\$10,000.00	\$10,000.00
Total Expenses	\$30,000.00	\$30,000.00
Revenue		
Registration Fee Revenue		
*Registration fee PAID from students delegates (24 students)	\$3,680.00	\$3,680.00
Subtotal Current Registration Fee	\$3,680.00	\$3,680.00
Sponsorship revenue		
KPK – National Head Quarters	\$2,000.00	
Polonia Center - Windsor	\$ 250.00	
Polish Canadian Business and Professional Association of Windsor	\$ 1000.00	
Ladies Auxiliary SPK	\$ 500.00	
KPK – Windsor-Chatham Branch	\$ 500.00	
KPK - Ottawa Branch	\$ 500.00	
Canadian Foundation for Polish Studies	\$ 300.00	
Subtotal Sponsorship Revenue	\$4,800.00	\$4,800.00
Total Revenue	\$8,730.00	\$8,730.00



Dear ____ (Insert potential Private or Public sponsor) ____

From May 1-3, 2009, Polish-Canadians students and young professionals are coming to Ottawa, the Canadian capital, to take part in a very unique event: *Quo Vadis? Polish-Canadian Youth Leadership Challenge* (QVPCYC). This event is being organized by the Polish Students' Society of the University of Ottawa (PSSUO) with the help of a few prominent patrons: the Embassy of the Republic of Poland in Canada, the University of Ottawa (Department of Modern Languages and Literatures) and the Canadian Polish Congress. It has already garnered the attention of the, 900,000 strong, Polish-Canadian community from all across Canada.

What is QVPCYC? It's a youth-organized, youth-led convention for Polish-Canadian students and young professionals geared towards inspiring leadership in delegates.

We invite _____ to be part of QVPCYC. As part of the convention, the PSSUO has organized a "Leadership Challenge" meant to promote leadership skills and teamwork. We are now looking for prizes for the winners of the challenge. We are asking for _____. We recognize that we are in the midst of an economic recession, however, it has been proven again and again that companies, which are able to support community initiatives during tough times gain the confidence of consumers and communities which in turn helps them gain customers at a faster rate when the market picks up again.

The last time such an event took place was in 1971 in Winnipeg. The generation responsible for organizing that conference has made its mark on Canadian society by producing its fair share of prominent individuals such as Peter Gzowski legendary CBC broadcaster, Tom Brzustowski Former President of NSERC, Gen. Walter Natynczyk Chief of Defence Staff and many more. Their careers have created the precedent for what the next generation of Polish-Canadians can achieve in Canada. At this important time in the Polish-Canadian history, we would like _____ to be part of preserving this positive Polish-Canadian influence in Canada, which has already been recognized and supported by several Canadian politicians: Rick Norlock MP, Blaine Calkins MP, Bob Dechert MP, and The Honourable Minister of Citizenship, Immigration, and Multiculturalism Jason Kenney.

QVPCYC targets the demographic of both male and female youths and young professionals from across the entire country. These young leaders are all either post-secondary students (graduate or post-graduate) or young, graduated professionals. They are the next generation of lawyers, doctors, engineers, scientists i.e. the upper middle and middle class of Canada who will have a disposable income for such products as _____. By exposing them to your product/service, they will get a chance to know your company, again, increasing consumer confidence.

Your contribution will be very well recognized. This event is garnering the attention of much of the Polish-Canadian community. QVPCYC has already been featured on nationally and locally broadcasted TV (Polish Studios), on www.poloniablog.com (about 1500 internet views/day), www.facebook.com, in several issues of local/national Polish-Canadian printed press in Canada and on many other local Polish-Canadian websites. QVPCYC also has its own website: www.may3quovadis.com. Most importantly, however, is the word-of-mouth promotion being done by the many Polish-Canadians who are very excited about this event; we are confident in saying that this is one of the most widely advertised Polish-Canadian events in many, many years.

The PSSUO believes that our organizations can mutually help one another. We would love to provide four deserving youth leaders with outstanding leadership and teamwork skills with a unique prize. We are certain that if _____ were to be able to help us, it would definitely gain a very generous image for itself among one of Canada's largest ethnic groups.

We hope that you are as interested in working with us as we are with you. Please do not hesitate to contact us should you require any clarification or should you have any questions about this event. We look forward to hearing back from you.

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Edmonton



THE POLISH-CANADIAN DOCTORS ASSOCIATION IN OTTAWA

KOLO PAN "NADZIEJA" PRZY SPK #20

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The Canadian Foundation for Polish Studies
Zwiazek Weteranow Polskich w Montrealu
Polish Combatants' Association (Sudbury)
Polonia Center Windsor

Ottawa Polish Theatre Club
The Cosmopolitan Review
Polish Combatants' Association (Montreal)
Polish Combatants' Association (Edmonton)

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Thank you to all our patrons, promoters and delegate sponsors