

# ANNUAL REPORT 2013-2014



The past year has been a standout in the history of The Royal Canadian Geographical Society. Our educational program, Canadian Geographic Education, is now approaching 13,000 classroom teachers across the country, with signs that the growth will only continue as more giant floor maps and resources for educators are made available.

The redesign of Canadian Geographic has been a success and special issues on the First World War and Canada in Space have been very well received by readers. Our custom publishing business has reached new heights in terms of revenues generated for the Society.

The Society's profile has grown tremendously, especially following the discovery of HMS Erebus, an expedition in which the Society played a leading role alongside Parks Canada and other partners, and coverage of which appeared in media not just throughout Canada, but also in Britain, Norway, Germany, Australia, the United States and Argentina, to name a few. In fact, for its ambition and success, the 2014 Victoria Strait Expedition represents a singular event in the Society's history.



What better way for The Royal Canadian Geographical Society to celebrate its 85th anniversary than a major discovery that has galvanized public interest in the geography of Arctic Canada and in exploration!

*Paul Ruest*  
Paul Ruest, PhD  
President

## 2014 VICTORIA STRAIT EXPEDITION

The successful 2014 Victoria Strait Expedition was the largest search since the 1850s for HMS Erebus and HMS Terror, the two ships lost during the 1845-48 British Arctic Expedition commanded by Sir John Franklin.

In all, four large platforms, three smaller boats, and two autonomous underwater vehicles were involved in the multi-partner project. Led by Parks Canada, the expedition involved other departments and agencies of the Government of Canada, the Government of Nunavut, and the Arctic Research Foundation, as well as The Royal Canadian Geographical Society, and its partners, The W. Garfield Weston Foundation, One Ocean Expeditions and Shell Canada.

The goal was to locate either one or both of the vessels, which were abandoned in 1848 after having become beset amid multi-year ice in Victoria Strait. The Franklin expedition represents a mass disaster unparalleled in polar exploration history, as all 129 crewmen died and both ships were lost. The lack of any substantial written record of the expedition has left many questions surrounding the mass disaster unanswered.

The 2014 Victoria Strait Expedition, which brought the greatest possible capability and the very best available technology into the area of the disaster, was successful. The discovery of one of the wrecks, later identified as HMS Erebus, was announced at a news conference on Sept. 9, 2014, in Ottawa, by Prime Minister Stephen Harper. The ship is in a remarkable state of preservation and offers the prospect that we will be better able to understand the fate of Franklin.



## PROGRAMS

### AWARDS

#### MASSEY MEDAL

Established in 1959 by the Massey Foundation, the Massey Medal is awarded annually by the Society to recognize outstanding career achievements in the exploration, development or description of the geography of Canada. The 2014 recipient was University of Calgary geographer Dr. Derald Smith. Dr. Smith passed away on June 18th, 2014, his 75th birthday, after a brief battle with cancer. His legacy will carry forward with the new generations of geo-literate citizens that have been motivated and inspired by his exceptional contributions to geography.



#### GOLD MEDAL

In celebration of the 25th anniversary of the Canadian Space Agency, the 2014 Gold Medals will be awarded to the CSA and seven of Canada's astronauts who will be attending the Annual College of Fellows Dinner, on Nov. 19, 2014.

#### CAMSELL MEDAL

The purpose of the Camsell Medal is to bestow recognition upon, and to express the Society's appreciation to, individuals who have given outstanding service to the Society. The 2014 Camsell Medals will be jointly awarded to Dr. Christopher Burn and Dr. Iain Wallace, for their longstanding service to the Society.

#### LAWRENCE J. BURPEE MEDAL

Established by the Royal Canadian Geographical Society in 2013, the Burpee Medal recognizes "an outstanding contribution or other achievement that greatly enhances the ability of the Society to fulfill its mission on a national or international level, and contributes to the general advancement of geography." The 2014 recipients are key members of the Parks Canada team that helped lead the successful 2014 Victoria Strait Expedition.

#### MARTIN BERGMANN MEDAL FOR EXCELLENCE IN ARCTIC SCIENCE AND LEADERSHIP

Established by the Royal Canadian Geographical Society in 2012, the Martin Bergmann Medal recognizes "excellence in Arctic leadership and science." The 2014 recipient is Dr. Donald Forbes, Senior Research Scientist Emeritus with Natural Resources Canada in Dartmouth, N.S., and Adjunct Professor of Geography at Memorial University in St. John's.

#### SIR CHRISTOPHER ONDAATJE MEDAL FOR EXPLORATION

The Ondaatje Medal recognizes singular achievements and the pursuit of excellence by an outstanding Canadian explorer in Canada or elsewhere in the world, or a non-Canadian for exploratory achievements within Canada. The 2014 recipient is George Hobson.

#### 3M ENVIRONMENTAL INNOVATION AWARD

In recognition of his innovations in the treatment of dairy and swine waste, the 2014 recipient is Ross Thurston.

### EXPEDITIONS

The RCGS' Expeditions Program continues to support the Society's mandate of making Canada better known to Canadians and the world. The work of our 2014 explorers not only illustrates the great diversity of Canada's natural heritage but also exemplifies the proud tradition of exploration and adventure inspired by 85 years of the Society's work.

- ▶ The Great Hike, our Expedition of the Year, saw explorer Dana Meise complete a six month, 3,800-kilometre hike from Fort Saskatchewan, Alta., to Inuvik, N.W.T. This hike represented the second part of a trek that had previously taken Dana through the entire 16,500 kilometre length of the Trans Canada Trail, from Cape Spear, N.L., to Clover Point, B.C.
- ▶ The all-woman team that comprises the 2014-2016 Sedna Epic Expedition completed a 15-day proof-of-concept expedition in July 2014, traveling on a 35-metre expedition vessel from Labrador to Baffin Island, and then across Davis Strait to Disko Bay, Greenland, in preparation for the proposed main expedition — an ambitious and challenging snorkel relay of the Northwest Passage during the summer of 2016.
- ▶ Projet-Karibu saw its four-member expedition team cross-country ski 2,300 kilometres north through Quebec, from Montreal to Kuujuaq, the administrative capital of Nunavik. As part of this project, expedition members will develop a documentary that will revive the stories of the people who have travelled this territory and pay tribute to early explorers.

### RESEARCH GRANTS

In 2014, the Research and Grants Program received a record number of applications for funding from students and independent researchers across Canada. In the end, Funding was eventually provided to eight individuals to further their research. Topics covered in 2014 ranged from the institutional management of suburban poverty to the environmental history of the Porcupine Caribou's trans-boundary migration. The majority of the research completed will be published in major academic journals, and some will also be promoted through less traditional means, such as photo essays.

The Society will continue to work with the funding recipients to promote their work following completion.

### SPEAKER SERIES

Last spring, the RCGS's Speaker Series featured Jill Heinerth, a world-renowned cave diver who spoke to a sold-out Ottawa crowd at The Canada Aviation and Space Museum.

As a professional in one of the world's most dangerous sports, Heinerth has seen parts of the planet that no one else has, diving deeper into caves than any other woman before her. Much of Heinerth's presentation focused on her experience making *Ice Island*, a film chronicling her team's exploration of caves inside an Antarctic iceberg.

Heinerth wowed the audience with images of iceberg caves, and shared a strong message of empowerment to all young Canadians aspiring to blaze their own trail. Heinerth left a successful career in graphic design to become one of the world's pre-eminent underwater explorers.

## RCGS STRATEGIC PLAN

In the past year, the Society initiated a strategic planning exercise under the leadership of the Policy & Planning Committee. The objective is to complete a five-year plan that acknowledges the Society's proud tradition and enables its forward progress.

The development of a strategic plan is a first for the Society. With this in mind, the Policy & Planning Committee has opted to pursue a streamlined approach, focusing on the articulation of a clear vision, a select number of core values, as well as explicit, unambiguous and measurable priorities for the Society's programs. The various committees responsible for these programs and activities have all been asked to develop and propose key strategic priorities for this exercise.

The objective is to produce a coherent document that will enable the Society (its staff, the Board and its committees) to better work in a concerted approach, as well as to communicate more effectively with other key stakeholders (Fellows, donors, and partners). It is anticipated that the strategic plan to guide the Society will be in place within the next year.

## COLLEGE OF FELLOWS

The Fellows Committee met twice in 2014 to steward the nomination process for new Fellows. This year, the Society has welcomed 56 new nominations for its College of Fellows.

The Fellows Committee has also worked to develop and refine its nomination guidelines and terms of reference, and has contributed to the Society's overall strategic planning initiative.

Any Fellow can submit a nomination for the College. Please visit [rcgs.org/about/fellows](http://rcgs.org/about/fellows) for information on how a nomination can be made.



## NOMINATIONS

The Nominating Committee has met to deliberate and recommend a slate of candidates to serve on the Board of Governors. These recommendations, which include candidates for three vacant Governor positions and one vice-president position, will be brought to the Society's annual general meeting for ratification.

The Committee felt that the nominees selected were well qualified to contribute to the maintenance of critical expertise and networks that would ensure continuity in core areas of the Society's mandate.

## ADVANCEMENT

The Advancement Committee has worked to develop and implement a strategic plan for Society fund development.

The plan outlines a framework for RCGS fundraising initiatives and focuses on the following four themes: leveraging the Society's structural and communications assets; broadening and diversifying fundraising opportunities and techniques; increasing the profitability of Society fundraising events; and encouraging more substantial donations through the implementation of a high-level donors program (Compass Rose Club).

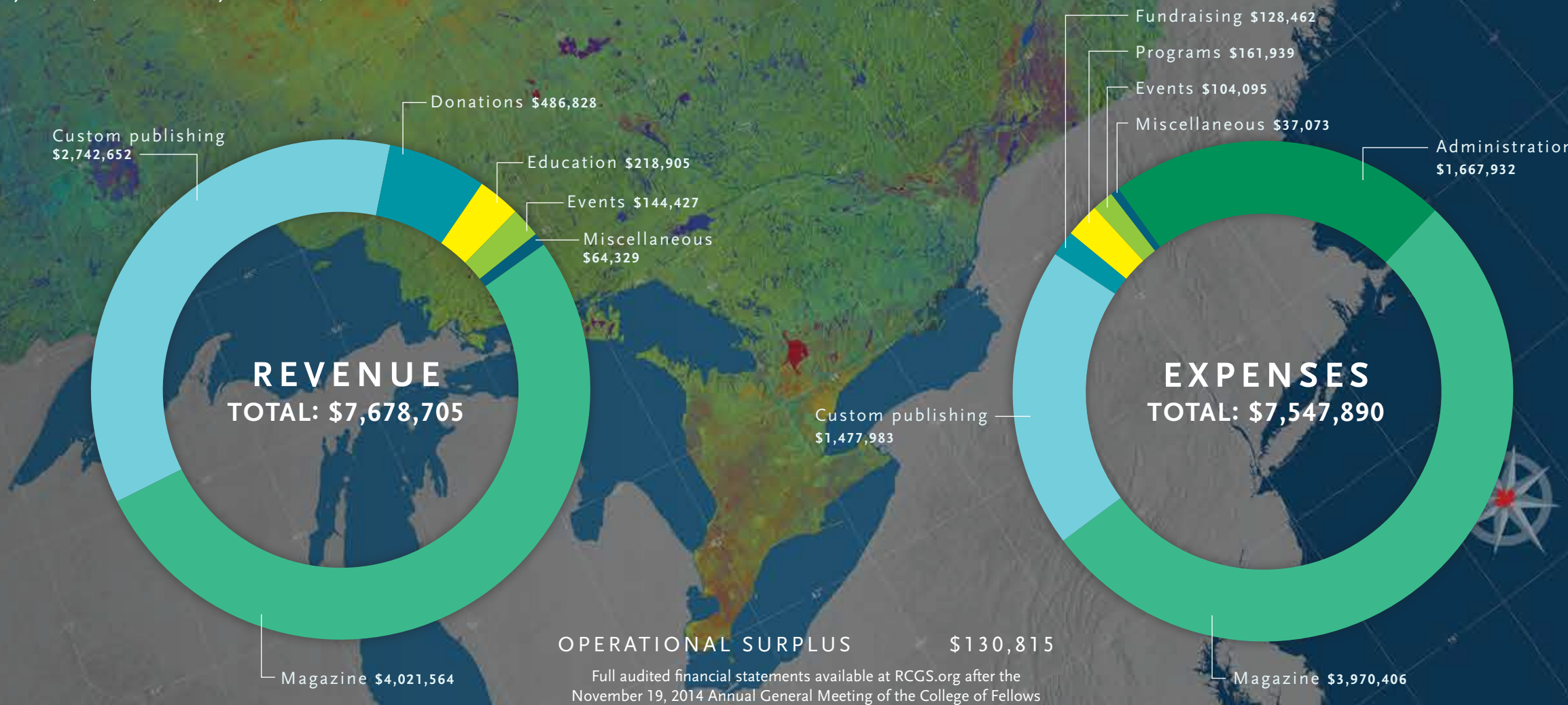
This framework has been supplemented by mapping the tactics and approaches the Society will use to achieve fundraising successes in 2014-15 and beyond.

The Advancement Committee provided leadership and direction for the Society's first Compass Rose cocktail fundraising event that was held in Toronto in May. Through the committee's continued guidance and engagement, similar events will be convened in different regions of Canada.

The Advancement Committee is also in the process of building a "case for support" for the RCGS, to help sustain our fundraising activities. The committee has also worked with the RCGS Policy and Planning Committee contributing to the "Strategic Priorities" section of the Strategic Planning initiative.

## FINANCIAL INFORMATION

JULY 1, 2013 TO JUNE 30, 2014



## SOCIETY COMMITTEES

### STANDING COMMITTEES

**EXECUTIVE COMMITTEE**  
Paul Ruest (Chair), Keith Exelby, Gavin Fitch, Jim Lewis, Élisabeth Nadeau

**AUDIT COMMITTEE**  
Gavin Fitch (Chair), Pierre Bergeron, Ken Boland, Keith Exelby, Ted Johnson, Paul Ruest, Andrew Pritchard (*Ex-Officio*)

**FELLOWS COMMITTEE**  
Joseph Frey (Chair), Chuck Arnold, Jean Marie Beaulieu, Brad Faught, Mark Graham, Brian Hodgson

**FINANCE COMMITTEE**  
Keith Exelby (Chair), Ken Boland, Don Gorman, John Hovland, Bob Page, Paul Ruest, William Thompson

**NOMINATING COMMITTEE**  
Alison Gill (Chair), Helen Kerfoot, Jim Lewis

**CGE MANAGEMENT BOARD**  
Keith Exelby (Chair), Bruce Amos, Pierre Bergeron, Ken Boland, Alison George, Carman Joynt, Jim Murray, Andrew Zimakas

### OTHER COMMITTEES

**ADVANCEMENT COMMITTEE**  
David Mitchell (Chair), Amy Boddington, Wendy Cecil, Allen Clarke, Tony Hendrie, Jim Hole, Paul Klein, Bob Page

**AWARDS COMMITTEE**  
Helen Kerfoot (Chair), Richard Berthelsen, Peter Dobell, Dianne Draper, Alison Gill, Phil Howarth, Chris McCreery, Wayne Pollard

**BY-LAWS**  
Jim Maxwell (Chair), Ken Boland

**CANADIAN GEOGRAPHIC EDUCATION**  
Connie Wyatt Anderson (Chair), James Boxall (RCGS liaison), Jozsef Budai, Geoff Burger, Norm Catto, Chantal Déry, John Langston, Lynn Moorman, Greg Neil, John Trites, Kim Wallace

**EXPEDITIONS COMMITTEE**  
Bernard Voyer (Chair), Mike Schmidt (Vice-chair), Jean Marie Beaulieu, Lisel Currie, Judith Kennedy, David Pelly, Steve Smith

**POLICY & PLANNING**  
Élisabeth Nadeau (Chair), Keith Exelby, Gavin Fitch, Joseph Frey, Alison Gill, Helen Kerfoot, David Mitchell, Paul Ruest, Bernard Voyer, Connie Wyatt Anderson, Mike Schmidt

**RESEARCH GRANTS COMMITTEE**  
Christopher Burn, Janis Dale, Christine Duverger-Harrison, Alison Gill, Greg Halseth, Peter Lafleur, Sarah de Leeuw, Denis St-Onge, Robert Summerby-Murray

## RCGS BOARD OF GOVERNORS 2014

**OFFICERS**  
Paul Ruest (Winnipeg)  
President

Gavin Fitch (Calgary)  
Vice-president

Élisabeth Nadeau (Ottawa)  
Vice-president

Keith Exelby (Ottawa)  
Treasurer

Jim Lewis (Winnipeg)  
Secretary

**GOVERNORS**  
James Boxall (Halifax)  
Allen B. Clarke (Toronto)  
Beth Dye (Kamloops, B.C.)  
Alison Gill (Burnaby, B.C.)  
Brian Hodgson (Edmonton)  
David Mitchell (Ottawa)  
Jim Murray (Montreal)  
Robert Page (Calgary)  
Connie Wyatt Anderson (The Pas, Man.)



## CANADIAN GEOGRAPHIC EDUCATION

Canadian Geographic Education strengthened the geographical and spatial literacy of Canadian youth in 2013-14 by offering teachers and students innovative ways to explore and discover the physical and human geography of Canada. The potent combination of contests, giant floor maps, critical inquiries and information-rich content on topical issues such as energy production and transmission, environmental stewardship, cultural and natural heritage and the impact of the First World War on the country reached into classrooms in every province and territory.

The nation-wide impact of CG Education grew again in the past year. With membership in excess of 12,000 teachers, CG Education's products and services, also included professional development opportunities such as the Classroom Energy Diet summer institute.

In November 2013, the Geographic Literacy Award was presented to Anne Smith Mansfield, of Queen's University, in Kingston, Ont. The inaugural Innovation in Geography Teaching Award recipient was Andrew Young, who teaches at G.P. Vanier Secondary School in Courtenay, B.C. Both award recipients are known and respected for their immeasurable dedication to geographic education over a number of years.

CG Education is leading an international project to engage students in the study of freshwater. Focused on the Lake Winnipeg watershed, CG Education, in partnership with the Minnesota Alliance for Geographic Education and the North Dakota Geographic Alliance, is developing a transboundary planning project, OPEN Water, to involve students in the watershed in gathering, analyzing and sharing, drawing on scientific methods and traditional knowledge. The planning phase of the project received funding support from the National Geographic Education Foundation.



## CANADIAN GEOGRAPHIC CHALLENGE

In July 2013, Team Canada participated in the National Geographic World Championships in St. Petersburg, Russia. Jacob Burnley, Kyle Richardson and Spencer Zhao finished the international competition in second place. Beth Dye, whose record at the global championships is nothing short of stellar, coached the silver medalists.

The Canadian Geographic Challenge, CG Education's longest-running contest, wrapped up its 19th year in April 2014. This year's national champions were Lucas Grande, Malhaar Moharir and Jack Cheng, in first, second and third place, respectively.

CG Education entered discussions with Google Education to revitalize the Challenge in the coming year, with the aim of increasing participation and placing greater emphasis on critical thinking skills in geography.

## CANADIAN GEOGRAPHIC ENTERPRISES

Fiscal 2013-2014 marked the second year of implementation of the strategy outlined in the "Roadmap for Change," a three-year plan designed to transform *Canadian Geographic* into a fully integrated cross-platform publisher that offers readers thoughtful and innovative content packages on the platforms of their choice.

Starting with its October 2013 issue, *Canadian Geographic* magazine was rethought, redesigned and re-launched with each subsequent issue offering opportunities for further refinement.

Content gathered through social media and the Canadian Geographic Photo Club is increasingly making its way into the magazine, while magazine content is more seamlessly integrated into digital platforms. Not so many years ago, the online and editorial teams were separate entities; today the content team never has a meeting without taking into consideration all content-producing groups and all platforms.

At the same time, a sustained effort has been made to highlight the work of the RCGS across all publishing platforms. A quick scan of the 2013-2014 issues of the magazine, social-media posts and blogs quickly reveals greater integration, collaboration and cohesion between the Society and *Canadian Geographic*. Coverage of the College of Fellows 2013 Annual Dinner and of Society-funded expeditions stand out as but two examples of the increased presence of the Society in the pages of each issue of the magazine. Similarly, Canadian Geographic Education has also been featured more prominently across all of *Canadian Geographic's* platforms in 2013-2014.

The "Roadmap for Change" will guide the strategy for Canadian Geographic Enterprises as it continues to operate in what can only be described as a challenging environment for print publishers, who are constantly confronted with declining circulation numbers and stagnating advertising sales.

Custom publishing activities, meanwhile, have gradually evolved into an expanding source of new revenue for Canadian Geographic Enterprises due, in a large part, to the overarching strength of the *Canadian Geographic* brand. As further evidence of the vitality of its iconic brand, *Canadian Geographic* ranked as the third most read magazine in Canada for the third year in a row by the Print Measurement Bureau, which also rated it the number one publication for reader interest.

## STRATEGIC PARTNERSHIPS

The Royal Canadian Geographical Society has come to know that in partnership there is strength. To further the mission of making Canada better known to Canadians and to the world, in 2013-14, the Society collaborated with long-standing partners such as The W. Garfield Weston Foundation, Parks Canada, Shell Canada, Historica Canada, Library and Archives Canada, the Canadian Polar Commission, the Canadian Space Agency and the Canada Science and Technology Museum Corporation. At the same time, new partnerships were forged. Among them were the Canada Aviation and Space Museum, the Canadian Association of Petroleum Producers, the Canadian Boreal Forest Agreement Secretariat, the Canadian Museum of Nature and the Canadian Wildlife Federation.



## CUSTOM PUBLISHING PROJECTS

### 2013-2014 CUSTOM PUBLISHING UPDATE

#### FOUR DAYS ON THE RAILS

PARTNER: VIA RAIL  
Social media campaign and feature story in the July/August 2013 issue of *Canadian Geographic*.

#### VOICES OF THE CAPITAL

PARTNERS: VIRTUAL MUSEUM OF CANADA, NATIONAL CAPITAL COMMISSION  
Virtual recognition of notable individuals in the evolution of the National Capital Region. Program recognition through blogs, social media and in the October issue of *Canadian Geographic*.

#### CLASSROOM ENERGY DIET CHALLENGE

PARTNER: SHELL CANADA  
In its second year, the Classroom Energy Diet Challenge saw participation increase to 1,500 schools across Canada and the completion of 960 challenges.

#### MY PARKS PASS/CANADA'S COOLEST SCHOOL TRIP

PARTNER: PARKS CANADA  
Five giant floor maps touring schools across Canada, plus two feature stories on Canada's Coolest School Trip for Grade 8/Secondaire 2 students — one in the July/August 2013 issue of *Canadian Geographic* and one in the Fall 2014 issue of *Canadian Geographic Travel*.

#### ENERGY IQ

PARTNER: CANADIAN ASSOCIATION OF PETROLEUM PRODUCERS  
Ten giant floor maps touring schools across Canada, a feature story and poster map in the June 2013 and June 2014 issues of *Canadian Geographic*, plus a comprehensive website with tailored content and teacher resources.

#### 3M ENVIRONMENTAL INNOVATION AWARD

PARTNER: 3M CANADA  
Award recipient acknowledged at College of Fellows annual dinner, as well as in the April 2014 edition of *Canadian Geographic*.

#### ENDANGERED ZONES

PARTNER: CANADIAN WILDLIFE FEDERATION  
Three-part series of stories on endangered species in the December 2013, January/February 2014 and April 2014 issues of *Canadian Geographic*.

#### PEACE IN THE FOREST

PARTNER: CANADIAN BOREAL FOREST AGREEMENT SECRETARIAT  
One giant floor map, a series of events across Canada, and a feature story in the January/February 2014 issue of *Canadian Geographic*.

#### ENERGY EXCHANGE MAGAZINE

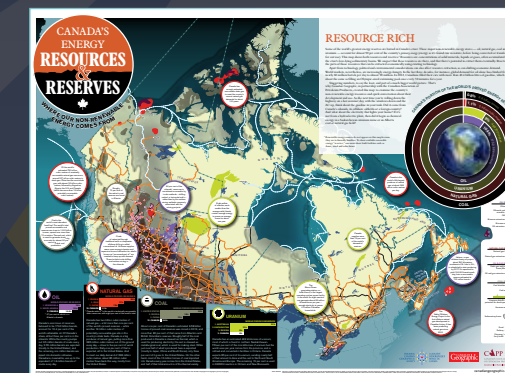
PARTNER: POLLUTION PROBE  
Published and distributed a new magazine, *Energy Exchange*, for our partners at Pollution Probe.

#### CANADA FROM SPACE

PARTNER: CANADIAN SPACE AGENCY AND CANADA SCIENCE AND TECHNOLOGY MUSEUMS CORPORATION  
Five giant floor maps of Canada from space — the first complete map of Canada using RADARSAT-II imagery.

#### ENDANGERED SPECIES MIGRATIONS

PARTNER: CANADIAN WILDLIFE FEDERATION  
One giant floor map, the first of its kind to show all of North America.



#### ALL ALBERTA

PARTNER: TRAVEL ALBERTA  
May 2014 issue of *Canadian Geographic Travel* dedicated to travel in Alberta in both the summer and winter seasons. This partnership also included a photo contest and social media components.

#### BIODIVERSITY IN THE CANADIAN ARCTIC

PARTNER: CANADIAN MUSEUM OF NATURE  
Five giant floor maps spotlighting Canada's botany, zoology, minerals and paleobiology.

#### POLAR BLOG

PARTNER: CANADIAN POLAR COMMISSION  
Six stories in *Canadian Geographic* (one per issue) as well as 26 blogs, highlighting research and issues in Canada's Arctic.

#### A DEVELOPING WORLD MAP

PARTNER: DEPARTMENT OF FOREIGN AFFAIRS, TRADE AND DEVELOPMENT (FORMERLY CIDA)  
Wall map, interactive map and related resource and educational activities.

#### WAR OF 1812: RESOURCES FOR CANADIAN SCHOOLS

PARTNER: DEPARTMENT OF CANADIAN HERITAGE  
Five giant floor maps toured schools across Canada, plus reprints and distribution of War of 1812 document kits, portrait cards and other materials.



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[@RCGS\\_SGRC](https://twitter.com/RCGS_SGRC) [@CanGeoEdc](https://twitter.com/CanGeoEdc)

[Canadian Geographic](https://facebook.com/CanadianGeographic)

CG Photo Club

Classroom Energy Diet Challenge

Royal Canadian Geographical Society

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## CONTENT CREATION

### PRINT MEDIA

#### SIX ISSUES OF CANADIAN GEOGRAPHIC



#### TWO ISSUES OF GÉOGRAPHICA



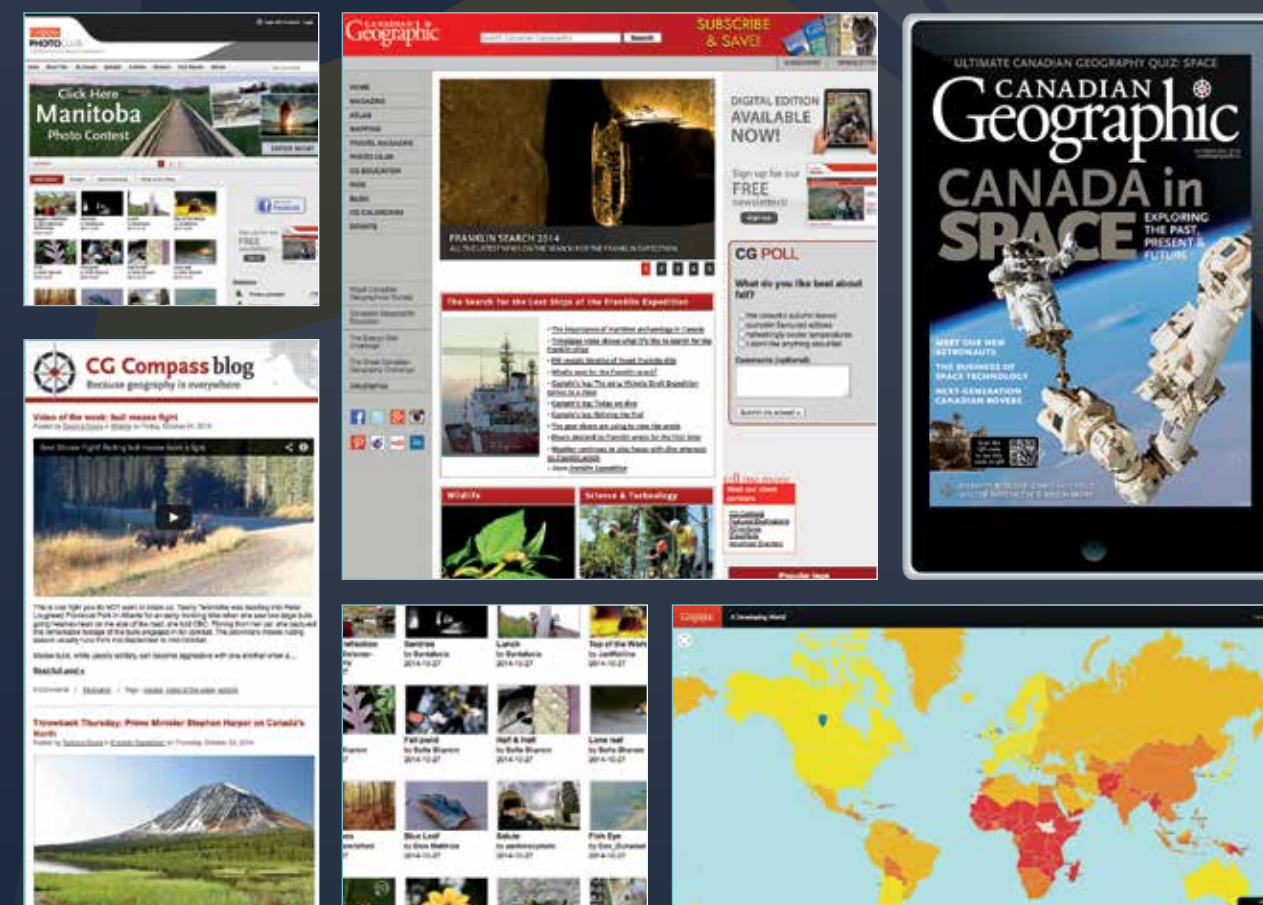
#### FOUR ISSUES OF CANADIAN GEOGRAPHIC TRAVEL



#### THREE SPECIAL INTEREST PUBLICATIONS



### DIGITAL MEDIA



### SOCIAL MEDIA

