

THE ROYAL
CANADIAN
GEOGRAPHICAL
SOCIETY



LA SOCIÉTÉ
GÉOGRAPHIQUE
ROYALE DU
CANADA

**THE ROYAL CANADIAN GEOGRAPHICAL SOCIETY
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ANNUAL REPORT 2010-2011

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Letter from the President

July 1, 2010 to June 30, 2011

The last twelve months have seen a heightened level of activity throughout the RCGS, and I want to thank all of those who have had a role in this change. There have been visible manifestations, such as the five regional forums on the impact on Canada of global warming, hosted in partnership with the National Round Table on the Environment and the Economy, and the recently held panel discussion on the ground-breaking Canadian Boreal Forest Agreement at the Canadian Museum of Nature. Within the Society itself, critical foundational work has also been accomplished.

For instance, the By-Laws Committee, chaired by Robert Carswell, has completed its revision of the Society's by-laws that had not been updated since they were first written in 1992. The draft of the revised by-laws will be submitted to members of the College of Fellows for consultation at the Annual General Meeting and this will be followed by a ratification vote early in the New Year.

The Fellows Committee, chaired by Past President Gisèle Jacob, will not only propose that 42 new Fellows become members of the College, when it convenes for the AGM, but it is also moving forward with a series of regional events for Fellows and the first one, a reception in honour of the Society, will be hosted by the Lieutenant Governor of Alberta in Calgary on November 23.

With the objective of establishing fundraising as a strategic activity of the Society, the Advancement Committee, chaired by David M. Mitchell, has completed the recruitment process of the Society's first-ever Director of Advancement. As a next step, the Committee will develop an integrated advancement strategy for the Society that will encompass all forms of fundraising.

The Canadian Council for Geographic Education (CCGE), the Society's education arm that is chaired by Connie Wyatt Anderson, is currently surveying its members and other geography teachers across the country to develop a better understanding of their expectations. With the results of the survey in hand, the CCGE will initiate a strategic planning process later this fall to guide its activities for the coming years.

Following a similar path, an extensive readership research project designed to better understand the rapidly evolving needs of *Canadian Geographic's* readers has been completed. The survey's results will fuel gradual changes in the magazine and help members of the senior management team and of CGE's Management Board, chaired by Society Vice-President Bruce Amos, chart the course that the company will follow as it adapts to an increasingly challenging publishing environment.

I am certain that, just as I do, members of the College of Fellows have a clear sense that the need for the Society's public and classroom education programs is greater than ever. I'm confident that, with the help of Fellows, donors and other supporters, and with our talented and dedicated staff, we can succeed in our mission to promote geographic literacy and to celebrate the physical and human geography of Canada.

John Gieger

President

November 2011



Awards

Massey Medal

Instituted in 1959 by Canada's first native-born Governor General, the Right Honourable Vincent Massey, and the Massey Foundation, this award honours personal achievement in the exploration, development or description of the geography of Canada.

The recipient of the Massey Medal for 2011 is David Livingstone, retired senior civil servant, for his work in resource management and conservation as well as his countless pioneering initiatives in the Northwest Territories, ranging from watershed stewardship to the management of the Bathurst caribou herd.

Gold Medal

The Society's Gold Medal was created in 1972 and is awarded on an irregular basis to recognize particular achievement by one or more people in the field of geography or for a significant national or international event.

Three Gold Medals will be awarded in 2011. One will be jointly awarded to Parks Canada, the Dehcho First Nations and the Canadian Parks and Wilderness Society (CPAWS) for their leadership role in the expansion and preservation of the Nahanni National Wilderness Reserve. A second Gold Medal will be awarded to Sir Christopher Ondaatje in recognition of his contribution as an author and philanthropist and a third Gold Medal will be awarded to retired NASA Astronaut Jerry M. Leninger for his worldwide contribution to the advancement of geography.

Camsell Medal

Named in the honour of the Society's founder, Charles Camsell, this medal was established in 1992 to recognize individuals who have given outstanding service to the Society. In 2011, two of the Society's former presidents, Arthur Collins and Gisèle Jacob, will receive the Camsell Medal.

Canadian Award for Environmental Innovation

Together the Society and 3M Canada presented the second annual award for Environmental Innovation to Frank van Biesen, Kruger Inc., at the annual College of Fellows dinner in November 2010. Van Biesen was recognized for the installation of a biomass gasification system at Kruger's tissue mill in New Westminster, B.C., located on the banks of the Fraser River in the densely populated Vancouver suburb. This is the first commercial application of this process in the North American pulp-and-paper industry.

Expeditions

The Expeditions Program was launched in 1995 to encourage geographic expeditions that would include some measure of accomplishment, expand geographic knowledge and support the Society's mandate.

In Fiscal 2010-2011, the Expeditions Committee considered 14 applications for grants and offered to support three expeditions, two of which went forward.

A team of six paddlers, led by University of Saskatchewan hydrology student Ross Phillips, received the \$25,000 Expedition of the Year, awarded by The Royal Canadian Geographical Society and financed by the RBC Blue Water Project. The Cross Canada Canoe Odyssey crew left Vancouver in April on a 165-day, 7,000-kilometre trek to Saint John, N.B., to raise public awareness of the importance of Canada's freshwater resources.



The Society also supported Adam Shoalts of Fenwick, Ont., and Wesley Crowe of Ridgeville, Ont., who embarked on the first-known exploration of a 165-kilometre nameless river in the Hudson Bay Lowlands of northern Ontario. The Expeditions Committee awarded a grant of \$5,500 for this expedition.

An expedition to photograph and film the Koroc River that flows from the Torngat Mountains to Ungava Bay could not proceed as planned and, consequently, the grant offer was withdrawn.

Geographic Education

Canadian Council for Geographic Education (CCGE)

As of June 30, 2011, there were slightly fewer than 3,700 members in the CCGE. All members received their annual CCGE mailing in November 2010, in addition to school packages produced in partnership with the Forest Products Association of Canada, the Royal Canadian Navy, and the National Round Table on the Environment and the Economy distributed throughout the year. CCGE members received a *GeoSources* e-newsletter in April of 2011 outlining the accomplishments and new resources available from the CCGE.

The Great Canadian Geography Challenge

2011 was a very successful 17th year of the Great Canadian Geography Challenge. A record total of 570 schools participated. The provincial/territorial championship, as well as the national final, were held online and were conducted with ease. The winner this year was Alexander Cohen of Ottawa, followed by Spencer Zhao of Toronto and Aoife O'Leary of Vancouver, who won the \$3,000, \$2,000 and \$1,000 scholarships respectively. A national team was organized to send to the National Geographic World Championship at the Google headquarters in Mountain View, California at the end of July 2011.

CCGE Executive

Rob Langston was elected as the Manitoba/Saskatchewan/Nunavut representative, replacing Connie Wyatt Anderson who assumed the position of CCGE Chair in November 2010.

CCGE Lesson Plans

This past year the CCGE produced a total of 52 new lesson plans, and 11 new classroom activities. All of the lesson plans are available free of charge in the Canadian Atlas Online learning centre and continue to be accessed by a wide audience. The topics covered by this year's lesson plans were climate prosperity (13), the future of forestry (13), the Royal Canadian Navy's centennial (13) and watershed awareness (13). The classroom activities focused on the Canadian Space Agency's Pavilion Lake research project, as well as additional information on the Navy's centennial. This year the CCGE was also able to circulate the Navy's classroom activities to the Boys and Girls Clubs of Canada, exposing the CCGE's work to a larger network than in previous years. All lesson plans were developed to fit with provincial/territorial curricula as well as the *Canadian National Standards for Geography* and are developed in line with *Canadian Geographic's* custom publishing initiatives.

CCGE Critical Thinking Project

The second edition of the *Geographical Thinking* publication was to be completed by October 2010. Due to unforeseen circumstances with the publishing organization, progress has been delayed. The CCGE executives participated in a full day learning opportunity regarding critical thinking in geography during the 2010 AGM held in Ottawa in November.



CCGE Geographic Literacy Award

The 2010 Geographic Literacy award was given to the very deserving Stuart Semple. Semple has been teaching for 55 years and currently works as an adjunct professor at Mount Allison University in New Brunswick. His outstanding accomplishments of training over 500 Canadian geography teachers and countless International Baccalaureate teachers around the world made him stand out among the nominees. Semple is no stranger to the CCGE, as he helped to found it in 1993, and was honoured to be recognized for his distinguished accomplishments. With the monetary portion of the award Semple established a scholarship to be given annually to a university student in Atlantic Canada pursuing a career in geographic education.

Speaker Series

The Ottawa Speaker Series program continues to feature a fascinating roster of public speakers on topics that matter to Canadians and that have a geographical focus. Always seeking to improve the event, the Society is making a venue change for 2012.

2011 Speaker Series

The Society's 2011 Spring Speaker Series featured writer-photographer Jerry Kobalenko, a Fellow of the Society who presently holds the title of having travelled more kilometres in Canada's High Arctic than any living person. The evening also featured exciting news for the Society with the official signing of the Memorandum of Understanding with Parks Canada. In total, 566 people were in attendance on April 27, 2011 at Centrepointe Theatre in Ottawa. Jerry stayed well past the close of his presentation to speak to guests and to autograph copies of his book *Arctic Eden*. The presentation was the highest-attended event in recent years and plans for next year's edition are already well underway.

Strategic Partnerships

In support of its educational mandate to make Canada better known, the Society seeks to enter into agreements with like-minded organizations that have similar goals. In 2010-11, the Society negotiated and signed two Memoranda of Understanding (MOU). An MOU creates a framework within which particular projects can be pursued both between the signatories and with third parties.

The MOU with the **Canada Science and Technology Museums Corporation (CSTMC)** offers the Society the opportunity to collaborate on programmes which emphasize geographical and scientific literacies. Specifically, the two organizations agreed to pursue joint projects under the umbrella of "Let's Talk Energy," a pan-Canadian initiative to help Canadians understand the issues surrounding energy production and usage in this country.

The Society's MOU with the **Parks Canada Agency** delineates a number of areas for co-operation such as promoting opportunities for visitor experience and developing innovative public outreach and educational products. The overarching shared goal is to increase appreciation for Canada's natural and cultural heritage through joint initiatives. With the MOU in place, the Society undertook a project to mark the 100th anniversary of the national parks service during 2010-11.



Research Grants

The Research Grants Committee supports geographical research undertaken by university students and independent researchers. Thanks to the support from the EJLB Foundation in Montréal, the Committee was able to offer \$20,000 in grants this year.

Regular Grants

A total of 15 applications were received in the past fiscal year (undergraduate students and independent researchers). Of these, six were successful in receiving funding ranging from \$500 to \$2,500. The research projects are:

- *The Columbia Icefield project;*
- *The role of site conditions & moose browsing pressure in the regeneration failure of balsam fir forests in Gros Morne National Park;*
- *The Bromley glacier expedition: a one hundred year survey;*
- *An assessment of sediment storage in an outwash plain of a retreating alpine glacier;*
- *Think Globally, Act Locally: The site specific effects of global climate shifts;*
- *Dendrochronological assessment of spruce budworm outbreak synchronicity in Cape Breton.*

Maxwell Studentship in Human Geography

This studentship was created in 1996 and named for James W. Maxwell, former Executive Director of the RCGS. The \$5,000 award is granted to a master's student conducting research on an aspect of Canadian human geography.

The Human Geography Studentship sub-committee reviewed five applications, and the \$5,000 studentship for 2011 was awarded to Trent University master's student Blair Cullen who is studying *The governance of immigrant integration: A case study of Durham Region, Ontario.*

RCGS Studentship in Northern Geography

The RCGS Studentship in Northern Geography sub-committee reviewed 11 applications, and the \$5,000 studentship in Northern Geography for 2011 was awarded to University of Ottawa student Adrienne White who is studying *Dynamics of the Petersen Ice Shelf, Nunavut, Canada.*

James W. Bourque Studentship in Northern Geography

The \$5,000 Bourque Studentship in Northern Geography was not awarded in 2011.



The Calgary Stampede

On the eve of its 100th birthday, the **Calgary Stampede** and the Society have joined forces to encourage all Canadians to get ready to celebrate in 2012. As a run-up to the centennial, the Society has developed an interactive map of the site and its attractions and features, and launched a photo contest. This two-year project will continue in 2011-12 with, among other elements, readers' contests and feature articles in *Canadian Geographic* and *CG Travel*.

Canada and International Development

For its 75th anniversary, *Canadian Geographic* examined the role of Canada in the wider world and produced, as part of the editorial package, a double-sided wall map featuring a world reference map on one side and a world map showing international development on the other. This highly popular map is being revised again as part of a broader educational project supported by the Global Classroom Initiative of the **Canadian International Development Agency**. Other elements of the project include a thematic module in the Canadian Atlas Online with an accompanying set of lesson plans.

Canadian Wildlife Photography

A milestone in the third-annual Canadian Wildlife Photography contest was the opening of the exhibition of the winning photos at the **Canadian Museum of Nature**, an ongoing partner in the contest. With a number of the winning photographers in attendance, the launch was a celebration of creativity, patience and photographic skill. The fourth edition of the photo contest, launched in June 2011, saw the **Royal Canadian Mint** come on board as a partner in addition to the Canadian Museum of Nature.

Canada and Space

In 2010, the Society and the **Canadian Space Agency (CSA)** began a multi-year partnership that supports the educational mandates of both organizations. For its part, the Society focused on professional development for members of the Canadian Council for Geographic Education (CCGE). Two developmental opportunities presented themselves in the past year; the Pavilion Lake Research Project in British Columbia and the Space Educators Conference at CSA HQ in St-Hubert, Que. As a result of these experiences, the participating teachers created educator resources which have been translated and uploaded to the Canadian Atlas Online Learning Centre and the CCGE website.

The Future of Forestry

The landmark Canadian Boreal Forest Agreement (CBFA) was the subject of a partnership between the **Forest Products Association of Canada** and the Society. Timed to coincide with the United Nations' International Year of Forests, the project included cover features in *Canadian Geographic* and *Géographica* (January/February 2011), a poster-map, a Canadian Atlas Online thematic, lesson plans, a photo contest and an interactive map "The Boreal Deal." An event to celebrate both the International Year and the CBFA took place in September 2011.

Canada's Capitals

A photo contest held in conjunction with the **National Capital Commission** yielded intriguing and unexpected images of each of Canada's capital cities. The winning photos appeared in the summer issue of *CG Travel* and the October issue of *Géographica*, and were the subject of an innovative outdoor exhibit along the Rideau Canal in Ottawa.



Horizon 2067 – Plan for Canada’s Capital

In support of a planning process for Canada’s Capital with a 50-year outlook, the Society embarked on an ambitious project with the **National Capital Commission**. Horizon 2067 is a national engagement strategy to gather Canadians’ views and ideas on how to make the Capital more vibrant, representative and distinctive. The Society’s contribution includes a microsite, feature articles in the magazines, a poster-map and educator resources. The NCC and the Society are also co-sponsoring a series of regional forums in fall 2011.

Climate Futures

The October 2010 issues of *Canadian Geographic* and *Géographica* were devoted to the prospects for Canada’s economy in the light of the changing climate. The feature articles were sparked by research by the **National Round Table on the Environment and the Economy**, a partner in the project. In addition to the magazines, the climate futures project included a poster, an interactive microsite, a Canadian Atlas Online thematic and a set of lesson plans for secondary school students. The project was launched in October at a joint news conference at the National Press Gallery followed by a panel discussion and reception at the Canadian Museum of Nature. The latter featured a message from retired astronaut Robert Thirsk and the first public appearance of the then recently appointed Governor General, His Excellency the Right Honourable David Johnston. In June 2011, the National Magazine Awards recognized the *Canadian Geographic* October 2010 issue with a gold medal for best editorial package.

One Hundred Years of National Parks Service

In 1911, Canada established a national parks service, the first country in the world to do so. One hundred years later, the Society underscored the significance of our national parks, national marine conservation areas and national historic sites with a splendid editorial offering including dedicated issues of *Canadian Geographic* and *Géographica* (April 2011) and a magnificent poster-map. The photo contest, “Heritage Treasures of Parks Canada,” yielded memorable images which were published in the April magazines. The project, in partnership with **Parks Canada**, had a strong resonance with our readers who are enthusiastic about Canada’s national parks.

The War of 1812 Bicentennial

For the Society, preparations for the bicentennial of the War of 1812 began in 2010, the first year of a multi-year project supported by **Parks Canada**. The centrepiece of the celebration is a groundbreaking interactive timeline-map. This vivid, authoritative multi-media resource on the War of 1812 was created in conjunction with the Historica-Dominion Institute and offers students and lifelong learners a colourful rendering of the conflict. Teachers will find newly created educational resources as well as games and quizzes for their students. The Society also conceived and produced a print map on the War of 1812 that will be distributed in conjunction with the January/February 2012 issue of *Canadian Geographic* and *Géographica*, as well as to CCGE members, in year two of the project.

Tracking rail

Few topics are as quintessentially Canadian as railroads. It’s a topic that *Canadian Geographic* has explored on a number of occasions, most recently in partnership with the **Railway Association of Canada**. The July/August 2011 issues of *Canadian Geographic* and *Géographica* featured cover stories on the future of rail in Canada. The stories were part of a broader outreach project that also produced a poster-map, a Canadian Atlas Online thematic and lesson plans. The project will continue to roll out in 2011-12.



Canada and the International Polar Year

The Society's comprehensive interactive map, "Canada and the International Polar Year," was enhanced to include the 34 training, communication and outreach projects supported by the Government of Canada's IPY program. In partnership with the **Federal Program Office for IPY**, the Society enhanced the search function and added more images to the website. As a result, in terms of the fourth IPY in Canada, the site is both a comprehensive guide and a legacy product.

Watershed Awareness

The necessity of protecting Canada's watersheds was reinforced in an innovative project that includes the first interactive map of almost 600 Canadian drainage basins, a photo contest, themed June 2011 issues of *Canadian Geographic* and *Géographica*, a Canadian Atlas Online thematic, a vibrantly illustrated poster-map with practical tips on watershed stewardship, and a set of lesson plans. Supported by an **RBC Blue Water Project** Leadership grant, the Watershed Awareness project offers a critical set of tools for citizen and student action to protect watersheds. On June 10, the Society and RBC co-sponsored an event at the Canadian Museum of Nature to celebrate the second annual Blue Water Day and officially launch the multifaceted Watershed Awareness project.

The Geography of Coins

The annual *Canadian Geographic* wildlife photography contest launched with an exciting new partner in June 2010. **The Royal Canadian Mint** joined with the **Canadian Museum of Nature** and announced that the winner of this year's contest will be featured on a commemorative coin in 2012. In addition to the wildlife photo contest, a new thematic will be added to the Canadian Atlas Online, 13 bilingual lesson plans are to be developed and a feature article with a poster map will be published in the December 2011 issues of *Canadian Geographic* and *Géographica*.

Energy Diet Challenge

An extensive three-year partnership has been developed with **Shell Canada** to raise awareness about energy use in Canada. The initial portion of this partnership is the development of the Energy Diet Challenge, a national competition to be held this fall among six Canadian families. This will launch a series of other competitions to take place among families and within the education system across Canada. In addition, a new thematic for the CAOL and lesson plans will be developed in years two and three of the partnership, in conjunction with the June 2012 annual environment issue's theme of energy conservation.

You Are Here

To mark 80 years of mapping at *Canadian Geographic*, the RCGS sought and received support from the Virtual Exhibits Investment Program of the department of **Canadian Heritage**. Entitled "You are here," this interactive online legacy project will feature maps created by *Canadian Geographic* in poster form, online and in print. In addition to becoming a comprehensive reference guide, the project will include learning objects and educational tools to attract a wide community of map enthusiasts and learners.



Canadian Geographic Enterprises

July 1, 2010 to June 30, 2011

Adapting to what can only be described as a challenging publishing environment, CGE has not only expanded its Custom Publishing activities and launched new print products, but it has also initiated a process that will see the company evolve from its traditional role as an “ink on paper” publisher to become a content creator accessing multiple print and digital platforms.

Custom Publishing projects now go beyond printed products with partners asking for increasingly sophisticated online resources, such as the “Degrees of Change” interactive grid or the multi-layered “Protect your Watershed” web-based map, as well as photo exhibits and events such as regional forums held across the country.

Not only do Custom Publishing activities support the Society’s mandate of “making Canada better known to Canadians and the world,” but they also garner journalistic acclaim as was the case for “Climate Futures,” the October 2010 special issue that was dedicated to the impact in Canada of global warming. Produced in partnership with the National Round Table on the Environment and the Economy, the issue won the 2010 National Magazine Award for Best Editorial Package.

Taking advantage of the incredible quality and variety of images submitted to the Canadian Wildlife Photography of the Year photo contest, CGE published “Best Wildlife Pictures 2011,” a one-time collector’s edition of the magazine highlighting a selection of the best pictures submitted. The success of this newsstand-only issue was such that a second collector’s edition, this time featuring Canada’s national parks, was published in May and “Best Wildlife Pictures 2012” is now on newsstands across the country.

Seeking to better understand the evolving expectations of *Canadian Geographic’s* readers, CGE developed an extensive readership survey with the assistance of Goldfarb Intelligence Marketing, a leading market research firm. The results, which are now in hand, will not only bring about gradual change in the magazine but they will also feed a strategic planning process that will soon begin and that will chart the course that CGE will follow in the coming years.

Also in response to changing reading habits, a new digital issue of *Canadian Geographic* was developed and is currently available for those who prefer to access the magazine online.

Canadian Geographic print publications

Six issues of *Canadian Geographic*, four of *Canadian Geographic Travel*, four of *Géographica*, four bilingual poster maps, and two special-interest publications were published during the year — a total of 20 print products (five more than the previous fiscal year), making it the most productive year on record for CGE publications.

***Canadian Geographic* magazine: six issues**

The Print Measurement Bureau 2011 Fall Report ranked *Canadian Geographic* as the fourth most-widely read Canadian magazine, with a readership of 3.235 million. *Canadian Living* and *Chatelaine* remain in second and third place, with *Reader’s Digest* continuing in the top spot.

The July/August 2010 issue of *Canadian Geographic*, first in the 2010-11 fiscal year, contained a 28-page editorial package about the Canada-U.S. border. This received a National Magazine Award (NMA) nomination in the Editorial Package category. Also in the issue was a pictorial about rodeos in Ontario



by Peter Sibbald; this received two NMA nominations and took a Silver Award. The rodeo pictorial also received a Bronze Award for Magazine Editorial Photography at the 90th Annual Art Directors Club Awards in New York.

The October issue of *CG* was dedicated to the theme of “Climate prosperity,” examining the economic impacts of climate change. As a component in a multi-faceted partnership with the National Roundtable on the Environment and the Economy, the issue also included “A Changing Climate,” a poster containing maps and a chart summarizing the impacts of climate change expected in Canada over the 21st century, the first of its kind. This issue received three NMA nominations, and took the Gold Award in the Editorial Package category.

The December issue of *CG* contained our sixth-annual Wildlife Stories of the Year package, this time focusing on wildlife action photography, including a 13-page pictorial from the best professional wildlife photographers as well as a seven-page portfolio showcasing the winners of the annual *CG* Wildlife Photo Contest. The issue also included a hard-hitting feature about the problems with school buildings at the Attawapiskat First Nation in Northern Ontario. The accompanying online content received a NMA nomination for Best Multimedia Feature.

The January/February 2011 issue of *CG* was dedicated to The International Year of Forests, and featured a cover story and poster-map about the breakthrough Canadian Boreal Forest Agreement. This was in partnership with the Forest Products Association of Canada. All stories in the issue were about Canadian forests, including British Columbia’s Darkwoods, the biggest private conservation purchase in Canadian history, and the back-page “In habitat” column, written by the lead singer-songwriter for the group The Deep Dark Woods.

The April 2011 issue of *CG* was a theme issue about Canada’s national parks, on the 100th anniversary of the creation of the Parks Canada agency. Features included a portrait of our newest national park, in Labrador’s Mealy Mountains, as well as stories about astronomy programs in the parks, new park initiatives in the Mingan Archipelago and a national parks photo contest. The issue also included a bilingual poster map, with one side featuring an overview of national parks, and the other highlighting our national historic sites.

The June issue of *CG*, our 16th annual environment issue, focused on water and watershed conservation. This issue was a component in a large initiative supported by the RBC Blue Water Foundation. The issue included stories about one of the country’s most-remote watersheds, the Snake/Peel river system, as well as one of the most urban, the Don River. Also included were a citizen’s action guide and a poster map, depicting Canada’s major watersheds and offering “10 ways to love your watershed.”

***Canadian Geographic Travel* magazine: four issues**

The Fall (September) 2010 issue of *CG Travel* was all about walking or hiking destinations, including hiking on Quebec’s Charlevoix Trail, walking around Victoria, and exploring Easter Island by foot.

Winter (November) 2010-11 *CG Travel* focused on southern destinations popular with Canadians, including Cuba, Grenada, Palm Springs and Turks & Caicos.

Spring (March) 2011 *CG Travel* was all nautical, taking readers on ship cruises around Newfoundland, down the St. Lawrence River from Kingston to Montréal, and along the Columbia River.



The Summer (May) 2011 issue of *CG Travel* celebrated Canada's capital cities, featuring a cover story about Canada Day celebrations in Ottawa, and additional stories covering the capitals of every province and territory.

***Géographica* magazine: four issues**

Our French publication *Géographica* is published as a companion to *Canadian Geographic* in conjunction with custom publishing projects. In this fiscal year, four issues were published, and distributed through newspaper insertions in Montréal and/or Québec.

The October 2010 issue of *Géographica* contained content on the theme of "Climate prosperity," examining the economic impacts of climate change. It also included the poster map "A Changing Climate," with maps and a chart summarizing the impacts of climate change expected in Canada over the 21st century. This was produced in partnership with the National Roundtable on the Environment and the Economy.

The January 2011 issue of *Géographica* contained an adaptation of the *CG* feature on the Canadian Boreal Forest Agreement, as well as the poster map. This was produced in partnership with the Forest Products Association of Canada.

The April 2011 issue of *Géographica* was an abridged version of the April *CG* theme issue on national parks, and included the national parks, marine conservation areas and historic sites poster map.

The June 2011 issue of *Géographica* was an abridged version of the June *CG* theme issue on watersheds, and included the bilingual poster map.

***Canadian Geographic* special-interest publications (SIPs): two issues**

This fiscal year also saw the launch of two special-interest publications, which currently are sold only on newsstands.

Canadian Geographic Best Wildlife Pictures 2011 went on sale in November 2010. Containing more than 100 images drawn from the best of our annual wildlife photo contests, this has proven to be very successful. More than 16,000 (of 41,000 copies distributed) have been sold, an excellent sales efficiency of 40 percent.

Canadian Geographic Best National Parks Pictures 2011 went on sale in May 2011. Also containing more than 100 images, drawn this time from the best of the national parks photo contest (winners appeared in *CG* April 2011), this is also forecast to be a success. Almost 16,000 (of 37,000 copies distributed) have been sold, an even better sales efficiency of 42.8 percent.



New Media (Internet)

As a content creator, CGE looked to New Media to provide high-quality digital content to attract and engage website visitors. During the course of the year, the New Media department conceived and launched a number of innovative digital resources such as the Watershed Protection interactive website, the Boreal Deal interactive map and the leading-edge War of 1812 timeline-map. Each of these projects demanded tailored solutions to telling a story, contextualizing an issue or harmonizing geography and history as in the case of the War of 1812. These microsites combined text, illustration, cartography, games, quizzes and educator resources to critical acclaim.

The New Media department continued to offer expanded versions of *CG* stories through “In Depth” treatment on the website. And for the user, the *CG* website brought together all the material on one topic in a specially-themed section. It was here that the interrelated elements of the custom publishing projects (magazines, In Depth features, Canadian Atlas Online thematics, lesson plans, interactive maps etc.) could be found in one place. Examples of aggregated content include Watersheds, Parks Canada: National Parks and National Historic Sites; the Boreal Forest and Climate Prosperity.

The New Media department was instrumental in the decision to launch a digital version of *Canadian Geographic*, helping to explore the various options available to CGE. New Media also led the way in discussions on portable apps and on social media as CGE actively examined its digital future.

Management of the Society’s and CGE’s electronic newsletters was a New Media responsibility. The e-newsletters are a vital communications channel with the magazine’s readers (*CG Extra* – 65,000 subscribers), the *CG Photo Club* (36,000 subscribers), the *RCGS Fellows* (400 subscribers) and the Canadian Council for Geographic Education (4,000 subscribers). Throughout the course of the year, the New Media department designed, wrote and issued dozens of newsletters, invitations and announcements to the various subscribers. In addition, the department investigated new, more effective means of reaching out to these groups.

CG Photo Club

The *CG Photo Club* continued to grow throughout the year and now counts approximately 39,000 members who have uploaded in excess of 150,000 photos to the club’s website. It also won a 2010 National Magazine Award as best online community.

The club is the home of the Annual Photo Contest and the Canadian Wildlife Photography of the Year Contest. The grand prize winner of this year’s wildlife photo contest will be minted on an official Royal Canadian Mint coin. The winning submissions also form an exhibit hosted this summer by the Canadian Museum of Nature.



Membership

Fellows

Fellows are the voting members of the Society. Collectively, they comprise the College of Fellows. There were 413 active Fellows as of June 30, 2011, including 71 Honorary Fellows.

Regular Members

Regular Members of the Society are non-voting members who receive the Society's magazine, *Canadian Geographic*. The Society ended the 2010-11 fiscal year with 169,672 Regular Members.



RCGS Board of Governors 2011

Officers

John Geiger
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Toronto, Ontario

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Calgary, Alberta

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Jim Murray
Baie-d'Urfe, Québec

Connie Wyatt Anderson
The Pas, Manitoba

Jean Fournier
Trois Rivières, Québec

Robert Page
Calgary, Alberta



At June 30, 2011, the consolidated results of the Society, including Canadian Geographic Enterprises (CGE), presented an excess of revenue over expenses of \$259,683. This compares favourably to the prior year, which showed an excess of \$75,412.

The Society's revenues reached \$2,793,487 in Fiscal 2010-2011. Donations totaled \$387,471 while Education revenues stood at \$54,296. Custom Publishing activities generated revenues of \$1,882,678 while Events, such as the Spring Lecture and the Annual Dinner of the College of Fellows, generated \$135,011.

Expenses reached \$2,711,691 and included \$133,566 for fundraising, \$133,815 for the delivery of Society programs, \$107,995 for Events and \$192,283 for Administration. Custom publishing expenses for projects executed by Canadian Geographic Enterprises matched the revenues of \$1,882,678. Net income on these custom publishing initiatives is recognized in CGE.

CGE revenue and expenses for Fiscal 2010-2011 are reported on Table 2, which shows an operating surplus of \$177,887 compared to a deficiency of \$46,646 for Fiscal 2009-2010. Revenue reached \$7,828,235 while expenses were \$7,650,348.

The Society has two endowment funds. The RCGS/NGS joint Endowment Fund, established in 1999, stood at \$1.3 million US as of December 30, 2010. In 2010, the RCGS/NGS Endowment Fund paid out \$71,132 CDN to the RCGS, which was entirely directed to the Society's geographic education programs. In 2004, the RCGS established its own Endowment Fund, which, at June 30, 2011, stood at \$341,461. During the fiscal year, \$10,843 was paid out to fund the Society's programs.

The complete Independent Auditor's Report and Financial Statements will be available at the Annual General Meeting on November 3, 2011.



**THE ROYAL CANADIAN GEOGRAPHICAL SOCIETY -
LA SOCIÉTÉ GÉOGRAPHIQUE ROYALE DU CANADA**

Statement of Revenue and Expenses

year ended June 30, 2011

	2011			2010
	Operations Fund	Endowment Fund	Total	Total
Revenue				
Donations	\$ 387,471	\$ -	\$ 387,471	\$ 427,521
Education	54,296	-	54,296	105,297
Expeditions	25,000	-	25,000	25,000
Research grants	20,000	-	20,000	20,000
Bequest and endowment contributions	-	6,450	6,450	7,938
Custom publishing	1,882,678	-	1,882,678	1,184,438
Events	135,011	-	135,011	117,684
Miscellaneous	13,428	-	13,428	13,643
Occupancy costs recovery	228,000	-	228,000	228,000
RCGS/NGS Canadian Geography Education Fund	44,959	-	44,959	94,869
Investment gains (losses)	7,022	(10,828)	(3,806)	9,414
	2,797,865	(4,378)	2,793,487	2,233,804
Expenses				
Administration	192,283	-	192,283	209,389
Fundraising	133,566	-	133,566	223,184
Programs	133,815	-	133,815	154,500
Custom publishing	1,882,678	-	1,882,678	1,189,441
Events	107,995	-	107,995	71,860
Rent and occupancy costs	253,446	-	253,446	254,491
Interest	7,908	-	7,908	8,881
	2,711,691	-	2,711,691	2,111,746
Excess (deficiency) of revenue over expenses	86,174	(4,378)	81,796	122,058
1694144 Ontario Inc. excess (deficiency) of revenue over expenses	1,779	-	1,779	(466)
Canadian Geographic Enterprises excess (deficiency) of revenue over expenses	176,108	-	176,108	(46,180)
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	\$ 264,061	\$ (4,378)	\$ 259,683	\$ 75,412



**THE ROYAL CANADIAN GEOGRAPHICAL SOCIETY -
LA SOCIÉTÉ GÉOGRAPHIQUE ROYALE DU CANADA**

Statement of Revenue and Expenses - Canadian Geographic Enterprises
year ended June 30, 2011

	<u>2011</u>	<u>2010</u>
Revenue		
Magazine		
Circulation	\$ 3,001,837	\$ 3,103,975
Advertising	1,245,299	1,105,106
CG Travel	715,578	655,803
Canadian magazine fund	-	71,521
	4,962,714	4,936,405
Canadian periodical fund	654,618	129,500
Custom publishing	2,035,325	1,486,756
Merchandise	21,461	43,787
New media	125,690	166,760
Other	28,427	72,238
	7,828,235	6,835,446
Expenses		
Administration and other expenses	794,626	788,150
Advertising	658,772	661,240
Amortization of capital assets	37,007	43,287
CG Travel	685,837	639,689
Circulation	1,494,018	1,530,567
Custom publishing	1,196,115	631,779
Editorial	833,955	841,635
Interest	16,257	26,910
Magazine production and distribution	1,576,953	1,349,797
Merchandise	-	22,158
New media/internet	356,808	346,880
	7,650,348	6,882,092
EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES	\$ 177,887	\$ (46,646)
The Royal Canadian Geographical Society's share of excess (deficiency) of revenue over expenses	\$ 176,108	\$ (46,180)
1694144 Ontario Inc.'s share of excess (deficiency) of revenue over expenses	\$ 1,779	\$ (466)



Membership of Society Committees 2011

The President is *ex-officio*, a member of all Society committees, with the exception of the Nominating and Fellows committees.

Standing Committees

Executive Committee

John Geiger (Chair), Bruce Amos, Beth Dye, Keith Exelby, Gavin Fitch, Paul Ruest.

Audit Committee

Paul Ruest (Chair), Pierre Bergeron (Vice-chair), Kenneth Boland, Keith Exelby (*ex-officio*), Edward Johnson, Andrew Pritchard (*ex-officio*).

Fellows Committee

Gisèle Jacob (Chair), Joseph Frey (Vice-chair), Charles Arnold, Karim Bardeesy, Jean-Marie Beaulieu, Mark Graham, Joan Heyland, Lt. Col. Brian Hodgson, Simon Ommanney, Wendy Simpson-Lewis.

Finance Committee

Keith Exelby (Chair), Pierre Bergeron (Vice-chair), Kenneth Boland, Robert Carswell, Edward Johnson, Paul Ruest.

Nominating Committee

James Maxwell (Vice-chair), Christopher Burn, Robert Carswell, Helen Kerfoot, Bob Wilson.

Other Committees

Advancement Committee

David Mitchell (Chair), Allen Clarke, Paul Cosulich, Joanne DiCosimo, Jean Fournier, Tony Hendrie, Bob Page.

Awards Committee

André Roy (Chair), Helen Kerfoot (Vice-chair), Samuel Arseneault, Peter Dobell, Alison Gill, Phil Howarth, Christopher McCreery, Brian Moorman, Maureen Reed.

Canadian Council for Geographic Education

Connie Wyatt Anderson (Chair), Matteo Babini, Geoff Buerger, Norm Catto, Chantal Déry, Jane Kerr-Wilson, Rob Langston, Peggy March, Lynn Moorman.

Endowment Fund Trustees

James Maxwell (Chair), Grete Hale, Edward Johnson, Carman Joynt, Élisabeth Nadeau.

Expeditions Committee

Bernard Voyer (Chair), Michael Schmidt (Vice-chair), Jean-Marie Beaulieu, Paul Cosulich, Brad Faught, Ned Franks, Joseph Frey, Brian Hodgson, Feliks Kappi, Vincent Lam, Ken McGoogan, David Pelly, Norman Vorano.

Speaker Series Committee

Michael Schmidt (Chair), Samuel Arseneault, Blair Clarkson, Keith Fraser, George Hobson, Karen McCullough, James Raffan.

Research Grants Committee

Jody Decker (Chair), Joan Marshall (Vice-chair), Adrien Bérubé, Christopher Burn, Christine Duverger-Harrison, Alison Gill, Joan Heyland, Peter Lafleur, Ian McKendry.

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