



THE CATHOLIC WOMEN'S LEAGUE OF CANADA

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FOR IMMEDIATE RELEASE

Toronto, Ontario—February 18, 2017—The national executive of The Catholic Women's League of Canada, with over 82,000 members across the country, met February 17-18th for its annual winter meeting. Every Canadian province and territory was represented as the national executive came together to become informed, set policy and make decisions impacting the future of the organization.

On February 17, the national executive participated in two workshops. Neil MacCarthy, director of the office of public relations and communications for the Archdiocese of Toronto gave a presentation on communication tools and techniques used in the archdiocese, sharing stories about the value of having a coordinated approach to disseminating information in a timely fashion that is consistent across an organization. He also provided guidance on media relations, stressing the importance of being available to the media lest the media turn to another less informed source when researching a topic.

Andrea Donlan, president and CEO of Manifest along with founder Mark Sarner led the national executive in a workshop on the process of strategic planning. The national executive was guided through a few exercises to reflect on the current situation of the organization and to probe its desire and level of commitment to lead the organization through a strategic planning process that will assess and affirm the organization's core values, determine how to communicate those values in a compelling way and offer value and relevance to Catholic women in Canada going into the organization's second century.

On February 18, the national executive affirmed its commitment to planning for the future of the organization as it struck a steering committee tasked with developing a five-year strategic plan that will involve research and consultation over an 18-month period.

The national executive is honoured to announce life membership has been awarded to nine women who have made and will continue to make outstanding contributions to the League. Congratulations are extended to New Brunswick member Hilda Aube (Oromocto); Ontario members Anna Brady (Brantford), Mary Capobianco (Etobicoke) and Jeannie Coleman (Maxville); Prince Edward Island member Louise Doiron (Summerside); B.C. & Yukon members Sharon Geiger (Salmon Arm) and Gisela Montague (Chilliwack); Saskatchewan member Jean Reader (Regina); and Quebec member Suzanne Wiseman (Lachine).

The closing session saw national director Carl Hetu and development officer Melodie Gabriel from the Catholic Near East Welfare Association provide an update on projects supported by the organization through the permanent national voluntary fund.

About the Catholic Women's League of Canada

The Catholic Women's League of Canada, founded in 1920, is one of the largest organizations of women in Canada with in excess of 82,000 members represented in every province and territory and in the military. The League is organized and pledged to serve all citizens and has often received the commendation and keen appreciation of federal, provincial and municipal authorities for the voluntary services ably performed by its nationwide membership.

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