

# INNOVATORS COMMITTEE

2024 Annual Report

The Innovators Committee continues to focus its efforts on re-engaging our members, supporting technological upgrades, and expanding our overall value to TIAA's members through creative and new ideas.

The committee last met in-person on November 23, 2023, during the semi-annual meetings held in Red Deer. This was the first meeting in about a year. Since then, members of the group have met at-hoc to work on various initiatives including event planning.

A notable outcome from the Innovators meetings is the increased interest among attendees in volunteering for various events and membership initiatives. This surge in volunteerism is a positive indicator of our growing community engagement and commitment.

## **Website and Online Exposure:**

The group recently provided feedback on the redesign and enhancement of our new website, and will provide continuous feedback to ensure the platform is user-friendly and serves the needs of our members effectively. Additionally, we continue to explore strategies on increasing our online visibility to attract a broader audience and foster greater interaction.

## **Industry Insights:**

Tristan Bertram from the Thermal Insulation Association of Canada (TIAC) has been a key participant in our discussions, offering valuable perspectives based on his national experience. His insights have helped us identify common challenges and opportunities across the country, extending even across the border.

## **Challenges and Opportunities:**

Our discussions frequently revolve around critical issues such as member engagement, labor shortages, and broader exposure. These challenges are not unique to our region but are mirrored by several provincial associations, highlighting the need for a coordinated approach to these common issues.

## **Future Outlook:**

The committee is enthusiastic about continuing to generate innovative ideas and contribute significantly to the association's events and initiatives. We aim to enhance the value provided to our members and to remain actively engaged in addressing the evolving challenges of our industry.

**Conclusion:**

Our committee remains committed to the mission of fostering a vibrant and engaged community. We look forward to another productive year of making impactful contributions to our association and the industry at large.

James Low

TIAA Innovators Chair