

# 2019

## ANNUAL REPORT



## Message from the Chair

Rob DePetris



It was a year to remember at CAA Niagara! The club has once again seen tremendous Membership growth due to the efforts of our board and employees, all working towards the success of the organization.

This year was a year of growth and strategic re-alignment. This came with difficult decisions and

organizational restructuring, which ended up benefiting CAA Niagara tenfold. The club has grown in all business lines, and it couldn't have been done without the efforts of our leadership team.

In 2019, the club also said farewell to Rick Mauro, former Vice President of Marketing and Public Relations retired after 15 years of dedicated service to CAA Niagara and its Members.

With this departure we created a new position; Vice President of Marketing, Strategy and Member Engagement, which has been recently filled by a seasoned marketing and public relations professional, Marianne Wilson. We are confident Marianne's efforts are going to secure the success of CAA Niagara for many years to come.

This year will also mark changes to our Board of Directors. I want to congratulate and welcome Janice Thomson as our new Board Chair, beginning in the new year. Janice has been a dedicated member of the board for more than four years and will bring insights and experience to her new role as Chair.

As 2019 comes to an end, CAA Niagara will continue to grow and provide our Members with exceptional service, showcasing once again why membership is truly rewarding.

## Message from the Incoming Chair

Janice Thomson



I would like to thank CAA Niagara and its members for the opportunity to serve as Chair of the Board, following the three year term of Rob DePetris and the extended term of Sharon Broderick.

The fact that community members have supported such a strong organization

through their leadership and dedication to CAA Niagara reflects the importance of CAA and the services it provides. We are fortunate to have a strong, experienced Board of individuals who are focused on our Member needs.

Under the direction of Peter Van Hezewyk as President, we are in good hands. Peter's team is second to none and is strongly motivated to continue delivering on our mandate to demonstrate excellence in the areas of Roadside Assistance, Automobile Services, Travel, Home/Auto/Travel Insurance and CAA Rewards.

I look forward to continuing to work with the Board and staff to keep CAA Niagara in a leading position in advocating for road safety. With the ever-changing options in transportation, we need to work proactively on issues relating to electric vehicles and driverless cars, for instance, topics that were never imagined when CAA was formed over 106 years ago.

And I look forward to hearing from you, our valued Members, with your feedback on how we are meeting your travel and insurance needs.

## Message from the President

Peter Van Hezewyk, President & CEO



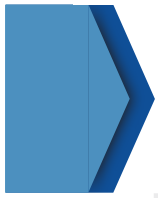
Fiscal year 2019 has certainly been a year of change within CAA Niagara. This, my second full year as President of CAA Niagara, has been a pivotal year in growing our organization accountability and performance focus to benefit our members.

"CAA is everywhere" is a comment I frequently hear and I appreciate the fact that our focused effort in engaging the community is paying off. Our first year of Community Boost partnering with the Distress Centre and Kristen French Child Advocacy Centre has been a huge success. Our Savings Squad continues to reach further into our community across all municipalities. Sponsorships with leading organizations like the Niagara Ice Dogs, AAPEX, Niagara College and The Meridian Centre continue to deliver great exposure and member value. Members are now approaching us at community events with their member card in hand!

Fiscal 2019 has been a great year for our members. We grew by over 4% again by showing the incredible value our membership offers. Over \$1.2 million in trackable savings for our members driven by ever increasing local partner growth like McDonald's and restaurant and retail partners in more cities across Niagara. We have had very healthy growth in both Travel and Insurance Sales and our retention rate continues to lead all clubs in the Federation.

Our "family" of employees are making a difference one member at a time and we are being rewarded with record membership growth as their applause.





# OUR EMPLOYEES



## New Onboarding Process

In 2019, our Human Resource team focused on re-vamping our employee onboarding program to provide new employees with an engaging onboarding experience. Human Resources, with the support of the Senior Leadership team, rolled out a structured driver training program that focuses on leveraging peer trainers and their expertise to assist with training our new roadside heroes. Emphasis was placed on developing detailed training plans for all new employees, across all departments, and setting new employees up for success with detailed milestone & expectation agendas.



## Push to Talk

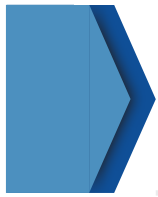
Since the digitalization of our dispatch process, communication within the ERS department has been primarily through instant messages. In order to improve spoken conversation, the ERS department launched Push to Talk in September. The system allows the entire ERS team to speak to each other through an app. Push to Talk has sped up communication in emergency situations, allows drivers to be quickly notified of road closures and encourages the drivers to speak directly to their peers when needing assistance or advice.

## Social Committee

During the past year, the members of CAA Niagara's Social Committee have dedicated themselves to revitalizing employee events. The committee has organized a series of activities that have a strong emphasis on team building and cooperation. Employees have had their social calendars full, attending the golf tournament, trivia night, bowling, and of course the annual holiday party, just to name a few. These events have proven to be a great opportunity for employees of all departments to connect on a personal level, making the CAA family even stronger.







# OUR MEMBERS



## Approved Auto Repair Services

CAA Members look to CAA Niagara for guidance when it comes to automotive maintenance, so it was important to reinvigorate our Approved Auto Repair Services (AARS) program. AARS is designed to take the guesswork out of vehicle maintenance. Every auto repair facility in the AARS program must meet strict CAA requirements for delivering quality service at a fair price. Members also receive exclusive perks and benefits. Currently, eight repair facilities in Niagara are registered with the program with plans to increase this number in 2020.



## Student Membership

In order to create relevance for a younger demographic, CAA Niagara launched a Student Membership in partnership with Niagara College Canada. The student package includes all the usual Member benefits (Rewards, travel benefits, free passport photos, etc.) but includes only one roadside assistance call per year. The long-term goal is that Student Membership holders will transition to a traditional CAA Membership once they graduate. The Membership was launched September 2019 at a series of campus events. The Membership is continuing to gain momentum as the school year progresses.

## CAA Rewards® Program Growth

The CAA Rewards program continues to be a focus for CAA Niagara, providing a strong and easy point of engagement with Members. Marketing efforts continue to educate Members on the CAA Rewards program, and the results speak for themselves: engagement in the program continues to grow, with transactions up 38% year over year. The Rewards partner network continues to expand, giving Members even more opportunities to save. In 2019, our program grew with the addition of 12 new local partners and two new national partners:

Always the Best - Chocolates Etc.  
Blake's  
Booster Juice  
Cicada Festival  
Health Wise  
Howell's Family Farm  
Lakeview Winery

McDonald's  
Modo Yoga  
Mommaz Boyz  
New Shine Car Care  
Stokes  
Think Kitchen  
Warehouse





# OUR COMMUNITY



## Community Boost

CAA Niagara has grown from a roadside assistance company into a community partner, passionate about making a difference in Niagara. This year, CAA Niagara decided to pool its donations and sponsorship dollars to fund a new, more focused corporate giving program, known as Community Boost. The annual program provides support to two Niagara charities through a \$10,000 donation and increased community presence with a wrapped flatbed truck. In 2019, CAA Niagara selected the Kristen French Child Advocacy Centre and the Distress Centre Niagara to be the recipients of Community Boost. As a result of the donation, both charities are able to continue their community outreach efforts.

CAA has been an amazing community partner. Providing us with great awareness for our services and [...] volunteer opportunities.

**Stacey Terry**  
Executive Director, Distress Centre Niagara

The truck is a great addition to this donation. Folks have seen the truck out on the road [and] that has just multiplied the outreach [...] in a way we had not imagined.

**Janet Handy**  
Executive Director, Kristen French CACN



## Welland Branch Relocation

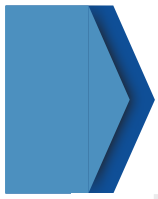
Being easily accessible to our Members is a key priority for CAA Niagara. With that in mind, the Welland Branch relocated to the Seaway Mall in March 2019. The move not only placed CAA Niagara in a high traffic location in Welland, but also allowed for increased business hours. Since the move, branch traffic has increased 18% over the previous year. This boost has been seen across all business lines, as interactions have increased 31% in Travel, 34% in Membership and 41% in Travel Insurance.



## Magic Makers

To continue growing our foothold in the Disney market, CAA Niagara launched the Enchanted Vacation's Magic Maker program. Magic Makers are a group of Independent Contractors who are trained to sell Disney Vacations on behalf of CAA Niagara. As of September 31, 28 Magic Makers have made a total of 132 bookings. These bookings have resulted in \$564,000 sales and generated approximately \$49,000 in revenue. The program has proved to be a great way to get the Enchanted Vacations brand into areas of the community that we may not reach otherwise.





# BY THE NUMBERS

137,446

MEMBERS ↑ 4.2%

90.5%  
Renewal Rate



91,825 ↑ 0.9%

ROADSIDE RESCUES

2,986

CAA Batteries Sold



110 Day Tours

28 Multi-Day Tours



20,414 ↑ 17.8%

HOME & AUTO POLICIES IN FORCE

20,017 ↑ 4.3%

Travel Insurance Policies Sold



16 Member Exclusive Events

2,627 Event Attendees



142,740 Rewards Transactions



6,749

VACATIONS BOOKED

\$2.8M ↑ 3.6%

Total Travel Revenue



378,304 Website Visits

706,122 Emails Opened

## BOARD OF DIRECTORS

Rob DePetrìs  
Board Chair

Janice Thomson  
Incoming Chair

Adam Cook  
Director

Lyndsay Gazzard  
Director

Michael Goodale  
Director

Bill Kerr  
Director

Lorna MacInnis  
Director

Richard Halinda  
Director

Bruno lafrate  
Director

## SENIOR MANAGEMENT

Peter Van Hezewyk  
President & CEO

Marriane Wilson  
VP, Marketing, Strategy and Member Engagement

Doug Stones  
VP, Finance

Bill Willard  
VP, Automotive

Kevin Ruthven  
Director, Information Technology

Christine Manuel  
Director, Human Resources

## CONNECT WITH US

1-800-263-7272  
[caaniagara.ca](http://caaniagara.ca)

Thorold

Niagara Falls

Grimsby

Welland

St. Catharines