

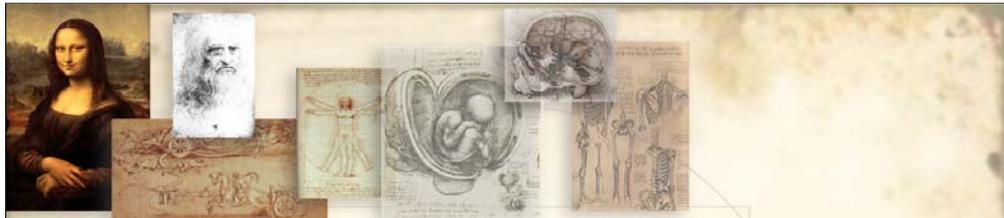


## **TOSCOT and OCCA**

### The Vision

Mr. Chair, Members of the TOSCOT Board of Directors, Toronto Society for Coatings Technology Members and guests: thank-you very much for the opportunity to speak to you this evening!

My name is Mike Miller, and I'm a Past International Vice President of the OCCA. I am here this evening to quickly present to you an alternate path for you to consider as you move forward in these interesting times.



## What is OCCA?

- Oregon Computer Consultants Association?
- Oregon Cheerleading Coaches Association?
- Oxford Centre for Christian Apologetics
- Ontario Consumer Credit Assistance?
- Ohio Community Corrections Association?
- Ontario Current Cost Adjustment?
- The Online Area (of) Cocaine Anonymous?

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I've noticed over the years that some people don't know what OCCA is or what OCCA stands for. Unfortunately, doing a Google search of the Internet does not necessarily help explain things as here are some of the things that one can come up with:

Oregon Computer Consultants Association?

Oregon Cheerleading Coaches Association?

Oxford Centre for Christian Apologetics?

Ontario Consumer Credit Assistance?

Ohio Community Corrections Association?

Ontario Current Cost Adjustment?

The Online Area (of) Cocaine Anonymous?



**No**

OCCA is:  
the ***Oil and Colour Chemists' Association***

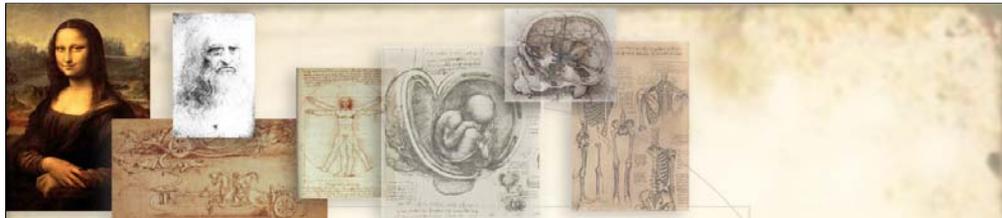
an international, UK-based, Professional  
Body for technical personnel within the  
Surface Coatings Community

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Actually, OCCA in our case stands for the Oil and Colour Chemists' Association, a UK based international professional body for technical personnel within the surface coatings community world-wide.

The Ontario Section of OCCA is also known as the Oil and Colour Chemists Organization of Ontario. When the Ontario Section incorporated itself about 15 years ago, we discovered that one cannot use the word "Association" when incorporating an organization within Ontario, hence, OCCO was coined.

But what do we mean by a professional body? How does OCCA differ from a trade association?



## **Trade Associations**

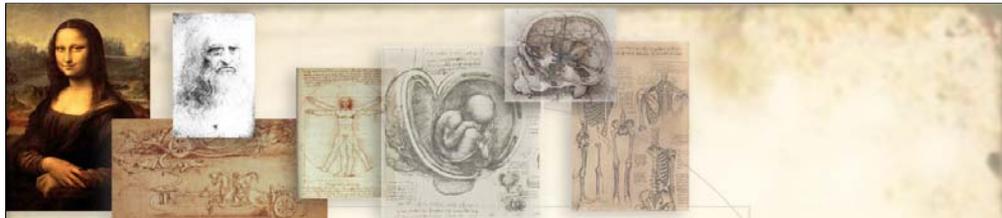
- Serve & represent companies manufacturing or providing similar goods or services within like industries
- Interface with government, media, public & other organizations
- Provide environmental, regulatory and management consultation to member companies

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Trade Associations are Membership-based organizations that exist for the benefit of companies and corporations. They serve companies which manufacture or provide similar products or services, for which the Member companies pay a rather substantial fee.

For this fee, the Trade Association provides an number of benefits which the company alone would have a more difficult or expensive time performing, such as interfacing with (or lobbying) government, other organizations, the media and the general public

These organizations represent their industry and are often its voice. They also provide valuable environmental, regulatory compliance and management consultation to its Member companies. They are usually regional or nationally focused and sometimes have affiliations with other like organizations throughout the world.



## **Professional Associations**

- TOSCOT & Ontario Section belong to Professional Associations
- Learned societies for professionals
- Individual rather than corporate membership
- Regional or global Membership
- Specific or general technical focus

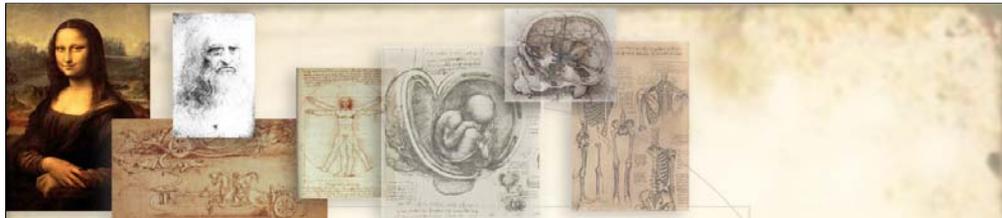
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Both TOSCOT and the Ontario Section are currently Professional, rather than Trade, Associations.

Professional Associations are often Learned Societies for Professionals.

Their Membership is for individuals rather than corporations and its fees for Membership are much lower than those charged by Trade Associations. They offset this by having many more members than they could through company Membership alone.

Professional Association Membership can be regional or it can be world-wide. Their technical focus can be either specific or general in nature.



## **Professional Associations Provide**

- Professional status, licensure and recognition
- Cost effective continuing education & professional development
- Industry specific publications
- Networking opportunities

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Professional Societies provide services that are primarily of benefit for the individuals, which in turn can also benefit the Members' companies. Some provide Professional Status, Licensure and other forms of personal and professional recognition.

Others provide cost effective Continuing Education and Professional Development.

Many produce cost effective, industry specific, publications and access to current information.

When their Membership meets, Professional Associations provide networking opportunities for individuals within their chosen field. Such groups provide social events for their Membership which can help to defuse tensions that may exist between competitors.

Belonging to a Professional Association also presents opportunities for its Members to put back something into their profession through volunteer activities and to help raise the profile of those individuals within their professional community.



## OCCA – Brief Background

- Founded in 1918
- Surface coatings professional & learned society
- Members in 50 countries
- Member of **Surface Coatings International** – connected to 16,000 professionals globally

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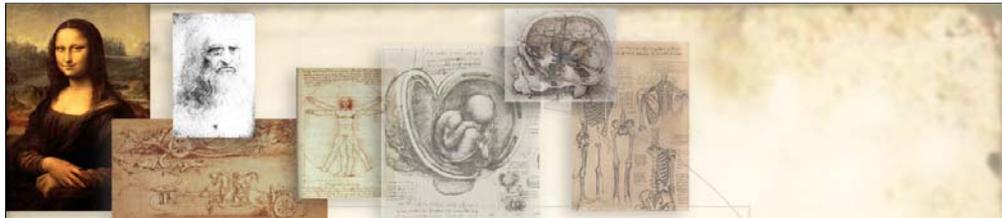
Enough about that for the moment – let's talk briefly about OCCA, as in talking to some Members of TOSCOT, I think that there are a few misconceptions which I hope that I can clear up.

OCCA was founded in 1918.

It is a UK-based, international professional body and learned society which serves the professional needs of scientific/technical persons within the coating industries.

OCCA has Members in over 50 countries world-wide with significant clusters in Southern Africa, UK, Malaysia and Singapore in addition to Canada. As part of Coatings Societies International, OCCA has contact with an estimated 16,000 coatings professionals worldwide.

The interests of the Members of OCCA include classic coatings, paints, printing inks, adhesives, cosmetics, confectionary, pharmaceuticals and other diverse surface treatments.



## **OCCA – Brief Background**

- Operates corporately and regionally
- Corporate governance:
  - Secretariat manages operations
  - President (2-year term)
  - Streamlined Council chaired by President
  - Chief Executive – Mr. Chris Pacey-Day

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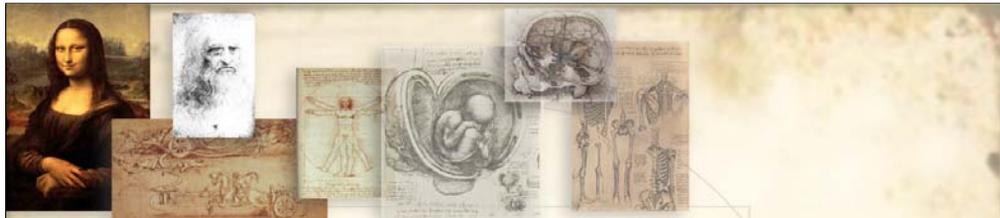
Because of its international Membership, OCCA operates at two levels – Corporate and Regional.

Its corporate governance enables OCCA to readily respond to changing circumstances that occur either locally or globally.

The day-to-day corporate operational matters are carried out by the secretariat, a group of individuals employed by the Association.

The operations and policy of OCCA are set and overseen by its governing Council, which is composed of people who are elected from the Membership itself. Council is Chaired by the President, who is elected for a two year term. This helps maintain some consistency that is harder to achieve when the President has only a one year term.

The General Secretary of OCCA, currently Mr. Chris Pacey-Day, performs the function of Chief Executive of the Organization. While his position is professional in nature, he is also a Professional Member of the Association. The Chief Executive is manager of the permanent staff and is a policy advisor to Council. He is not a member of Council, but attends all meetings of Council.



## **OCCA – Brief Background**

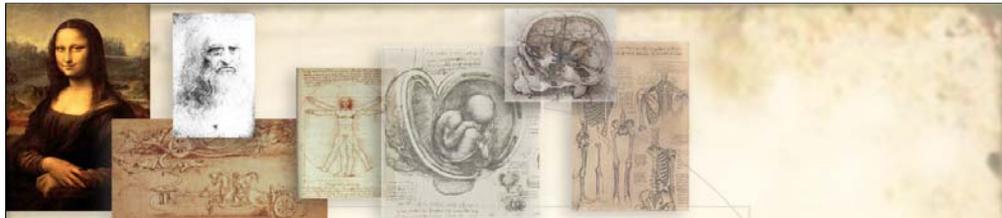
- Regulated by UK Companies House and the Charity Commissioners
- Elected Council establishes Committees and Boards
- SURFEX Limited (wholly owned subsidiary) provides resources

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In the UK, OCCA is a registered charity and as such, it is regulated by UK Companies House and the Charity Commissioners. The Association benefits from certain fiscal provisions and tax breaks as a result.

The governing Council establishes a series of Committees and Boards with specific responsibilities to better manage a variety of matters, including Audit and Finance, Publications, Education, Membership Services, Registration and Awards, Appeals and Ethics, Bylaws/Constitution, etc.

OCCA has established a wholly owned subsidiary company, SURFEX Limited, which is charged with providing resources, through commercial activities, to enable OCCA to promote its technical programs. The principal commercial activity is exhibitions. OCCA regards its exhibitions as a benefit to companies and as a significant source of income, not as a benefit to its Members. The SURFEX exhibition is held every two years in the UK. SURFEX Limited is also responsible for advertising sales, publications (excluding editorial and technical input), the organization of major technical meetings (again excluding the technical input), sales of publications and other commercial activities. Both the General Secretary of OCCA and the Company Secretary of SURFEX Limited head up this organization.



## **OCCA – Brief Background**

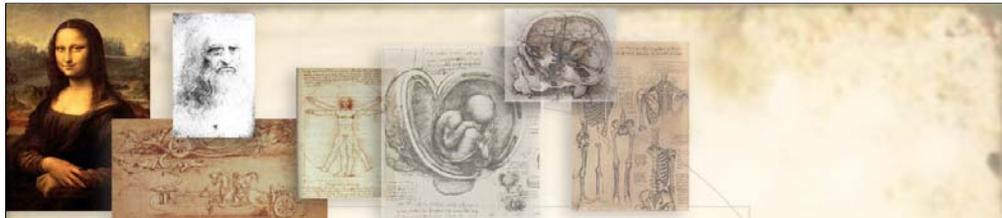
- January of 2005 – OCCA and FSCT began three year talks to merge organizations
- 1974 – Ontario Section formed and remains only Section focused on Printing inks

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Back In January of 2005, you may or may not be aware that OCCA and the FSCT entered into negotiations to merge the two organizations. These discussions continued for about three years and came to a conclusion when the NPCA acquired the FSCT and its assets.

In Canada, the only OCCA Section solely devoted to Printing inks was established in 1974 because the coatings industry was well represented by TOSCOT at the time. While OCCA in Canada has become synonymous with printing ink, it is a misconception that OCCA globally is predominantly a printing ink professional association. The Manchester Section is the only other section in OCCA to have a printing ink focus, but its local program is equally weighted with printing ink and paint topics. The London Section occasionally holds technical meetings with a printing ink focus.

Having said that, let's reiterate that OCCA world-wide is much more than "just printing inks" or "just paints and coatings". It's about all *kinds* of surface coatings regardless of how they are applied. We believe that TOSCOT would be an excellent fit within our global community.



## **Challenges Ahead**

- FSCT fee for non-US Members \$US150
- Dwindling manufacturing base
- Companies trimming costs, want value
- Baby-boomer retirement has begun
- Reduction in people wanting to volunteer

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So what are some of the challenges ahead for the surface coatings community in Canada?

The NPCA recently announced that the fee for FSCT Members outside of USA is increasing to US\$150. Being a national rather than international trade association, the NPCA has indicated through several recent decisions that it is not interested in maintaining its global Members.

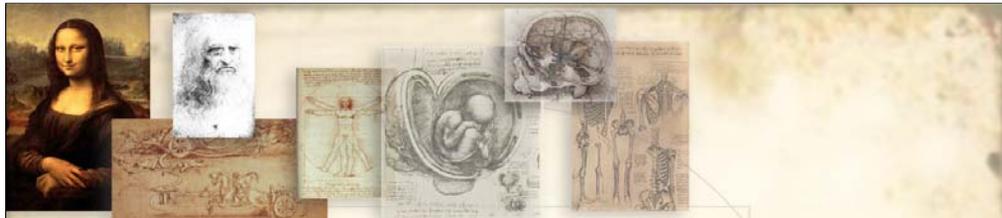
In Canada, we are coming to grips that there indeed is a dwindling manufacturing base inside this country and Ontario.

With the global recession still a reality, companies, including suppliers and distributors, are trimming their costs & looking for value. Reduction in the number of Professional Memberships is often targeted.

The retirement of the Baby Boomers has begun in earnest and is expected to significantly impact businesses in North America until about 2017, placing further strains on the Membership numbers of Professional Associations.

With this reduction of people in the workforce, there is a corresponding reduction in the number of people wanting to volunteer for professional associations.

As a double-whammy, time constraints created by work, family, children/grandchildren and other activities is putting further pressure on the available volunteer hours that people have.



## **Business Proposal**

- TOSCOT to become OCCA Section within the Canadian Division
- TOSCOT would not be “under” Ontario Section
- Members choose which Section to belong
- Members can attend any OCCA Meeting

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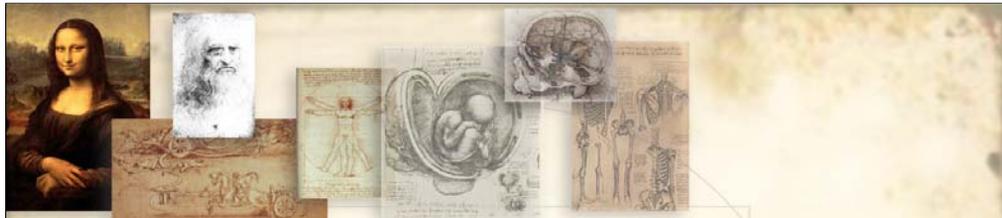
So let's cut to the chase, as we have a limited amount of time to make to this presentation.

We in OCCA believe that the most natural fit for TOSCOT, and other international societies of the FSCT, is to become Sections within OCCA. TOSCOT can easily become a Section of the Canadian Division of OCCA.

In this proposed arrangement, let's be clear about something up front – TOSCOT would not be “under” the Ontario Section in any way, or visa versa for that matter. Both groups would belong to the Canadian Division and would contribute to its regional structure. Each would maintain control over their own culture, finances and education courses.

OCCA Members of Canadian Division can choose which Section they would like to belong to; however, any Member of the Canadian Division would be entitled to attend any OCCA meeting in Canada irrespective of what Section they were a member off. This is a potential risk to Ontario Section because it could result in a slight migration of Members to the newly established TOSCOT Section.

The benefit, especially to supplier/distributor Members, is that they can attend any OCCA event in Canada at the Member rate.



## **Business Proposal**

- Single membership fee for Members
- Streamlined local organizational structure resulting in less volunteers being needed
- Separate treasurers; Separate Education Committees
- TOSCOT & Ontario Section educational funds separately ring fenced

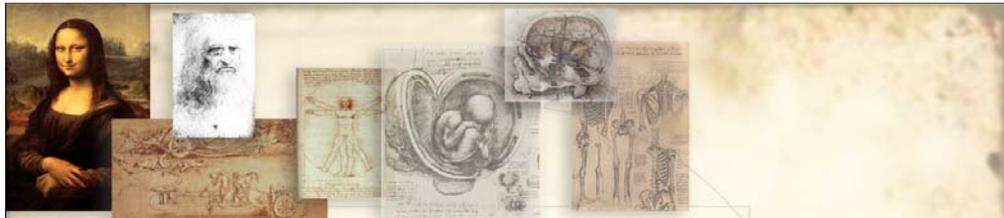
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All OCCA Members within Canada would pay a single annual membership fee and receive the same benefits of Membership as any Member of OCCA worldwide. Members of the Canadian Division travelling to other parts of the world would be able to attend OCCA meetings under the same terms and conditions as 'local' Members. Members of TOSCOT, who are also currently members of OCCA, would benefit from having to pay only one Membership subscription, and at a rate much less than US\$150.

There is an opportunity to streamline the TOSCOT and Ontario Section Boards to reduce the level of commitment required by individuals when they consider serving in a volunteer capacity. We will say a bit more about this in a minute.

I believe that the monies of both groups represent a significant challenge in this process, especially if the two groups were to be merged. To alleviate the concerns from both sides, funds for each Section would remain separate and would be administered by separate Treasurers.

The Educational Committees of the Ontario Section and TOSCOT would remain separate and the TOSCOT and Ontario Section educational funds would be separately ring fenced.



## **Business Proposal**

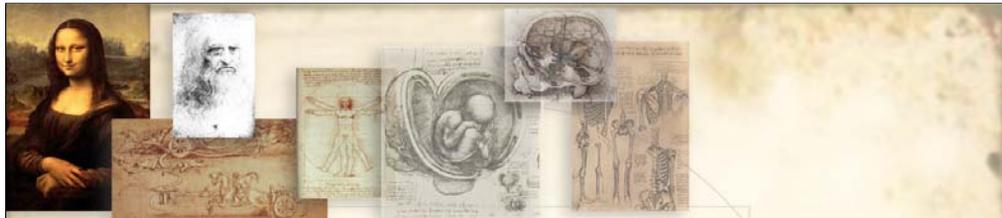
- Sectional cultures remain separate and distinct
- OCCA UK issues annual Membership notices; remittance to local treasurers
- Each Section maintains own level of technical programs, symposia

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While there is no denying that the two groups have interacted well in the past ten plus years, the cultures within the two Sections would remain separate and distinct under this arrangement. However, close future collaboration would be welcomed, provided it was what the combined Canadian Membership wanted.

The Annual Membership renewal notices would be issued by the OCCA UK administration but they would be remitted by Members locally to the TOSCOT and Ontario Section treasurers.

Each Section would determine and maintain its own level of Technical Programs and Symposia, collaborating with each other as they see fit.



## **Business Proposal**

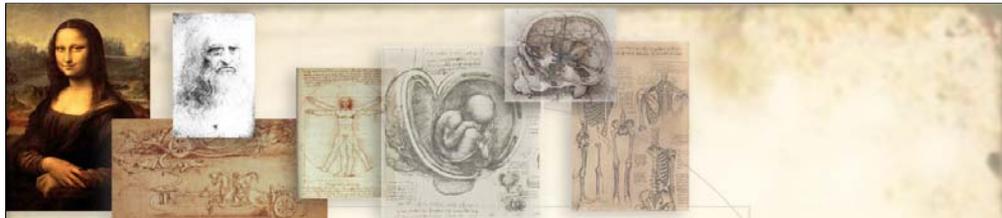
- Streamlining of Board Chairs to reduce level of commitment needed, but flexible to be accommodative
- Division votes proportionate to Section Membership numbers
- Membership, lists, e-mails, websites, newsletters supported/managed by secretariat (UK)

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Using an integrated Local and Divisional structure, the Ontario Section and TOSCOT can streamline their Board Chairs and standing committees (Environmental, technical, Publicity, Web site, for instance) *if* there is a lack of interest to fill these positions. This could reduce the level of commitment required by individuals when they consider serving in a volunteer capacity. OCCA has a policy of 'soft' regulation.

The votes available on the Canadian Division Council would be proportionate to the Membership numbers within the two Sections, as previously established when the Quebec Branch of the Canadian Division was formed. The Divisional structure also allows for other regional groups within Canada to join OCCA as well.

The Membership, Membership list management & notifications, e-mailing lists, website and periodic e-newsletter support/help will be managed from/by the UK secretariat as determined by Section. OCCA has good Internet based operations for this already in place.



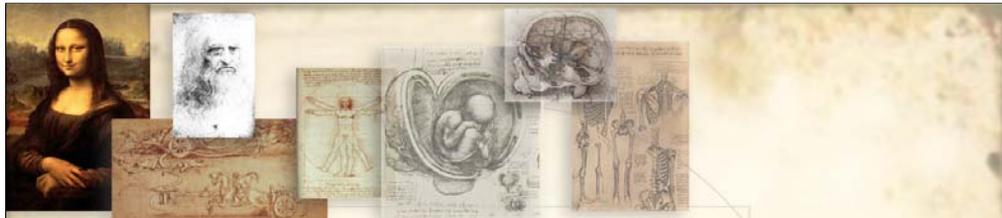
## **Business Proposal**

- OCCA UK to work with TOSCOT to develop distance learning program
- OCCA coatings members with considerable experience in producing learning material (University of Leeds)

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OCCA will closely work with TOSCOT to modernize its education program into a distant learning program. This program can be developed for local or international use.

There are Members of OCCA, some at the University of Leeds, with considerable experience in producing learning material and a team would be assembled to evaluate and update the contents of the program. Many of the BCF coatings modules were written by these individuals. OCCA has expertise in mapping attainment by 'graduates' of distant learning programs with recognized professional qualifications.



## **Business Proposal**

- Revision of TOSCOT and Ontario Section By-Laws & standing rules to fit new structure
- Ratification by TOSCOT Members to join OCCA
- Ratification by Ontario Section to alter corporate governance structure

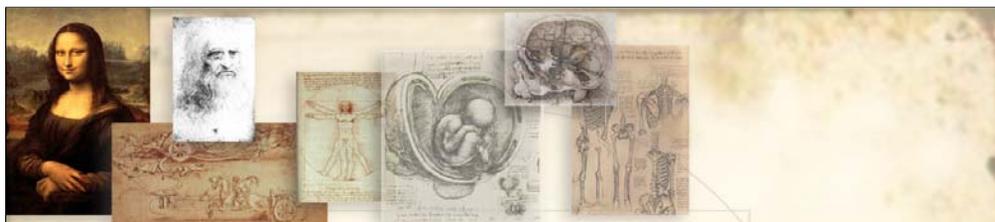
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There would be, of course, some tidying up to do in By-Laws and Regulations for both TOSCOT and the Ontario Section.

A revision of TOSCOT and Ontario Section By-Laws and Standing Rules to harmonize, where possible, to OCCA and the new “divisional” administrative structure would need to occur. OCCA is able to assist with this.

A ratification by TOSCOT Members to join OCCA would be necessary at an AGM or an Extraordinary General Meeting.

A ratification by the Membership of Ontario Section to alter its corporate governance structure would also be necessary. The acceptance of TOSCOT into the Canadian Divisional Structure of OCCA would be a function of the UK, not that of the Ontario Section.



## **Benefits to TOSCOT**

- Value added Membership benefits to surface coatings technical people
- Retain complete control of Education Course
- Professional Licensure and Charter Chemist recognition
- Return to receiving technical publications

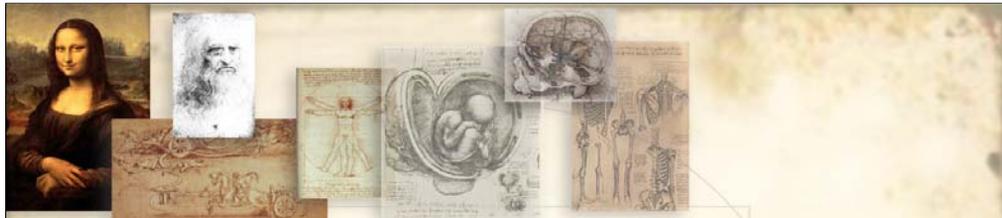
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In joining OCCA, once again the technical employed Members of TOSCOT working in the surface coatings industry will have value-added Membership benefits.

TOSCOT will retain, rather than hand over, complete control of its Education Course – there is a potential world-wide audience for this program, especially in developing nations. It could create for them a new, untapped revenue stream.

TOSCOT Members can apply for Professional Licensure and Charter Scientist recognition, something that is of enormous benefit to those individuals who work for multinational organizations or who may have to relocate outside of Canada.

Technical publications will once again be a feature of Membership for TOSCOT Members. These publications are ones that they should hopefully be familiar with as OCCA and the FSCT merged their scientific publications a few years ago.



## **Benefits to TOSCOT**

- Access to extensive on-line technical publications
- Reduced costs & better membership benefits for supplier/distributors
- Belong to truly global organization – enhanced contacts and networking opportunities

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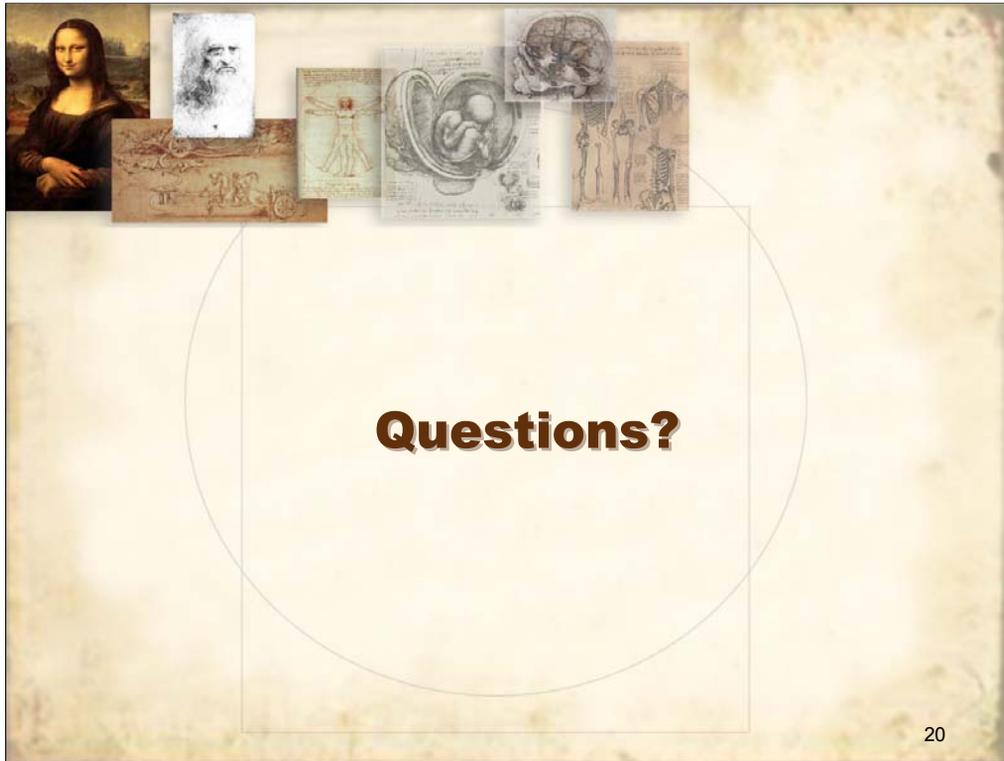
With the outsourcing of the production of Journal of Coatings Technology and Research to Springer, OCCA Members now have access to an extensive online database of publications. Back issues of Surface Coatings International and Journal of the Oil and Colour Chemists' Association (JOCCA) are being digitized as part of this arrangement.

There will be reduced costs and enhanced membership benefits for our Members who are in the supplier/distributor community, something that should please both them and their employers.

TOSCOT will belong to a truly world-wide organization with an international rather than North American focus.

There will be enhanced global contacts in the surface coatings industries for those Members who wish to take advantage of such opportunities.

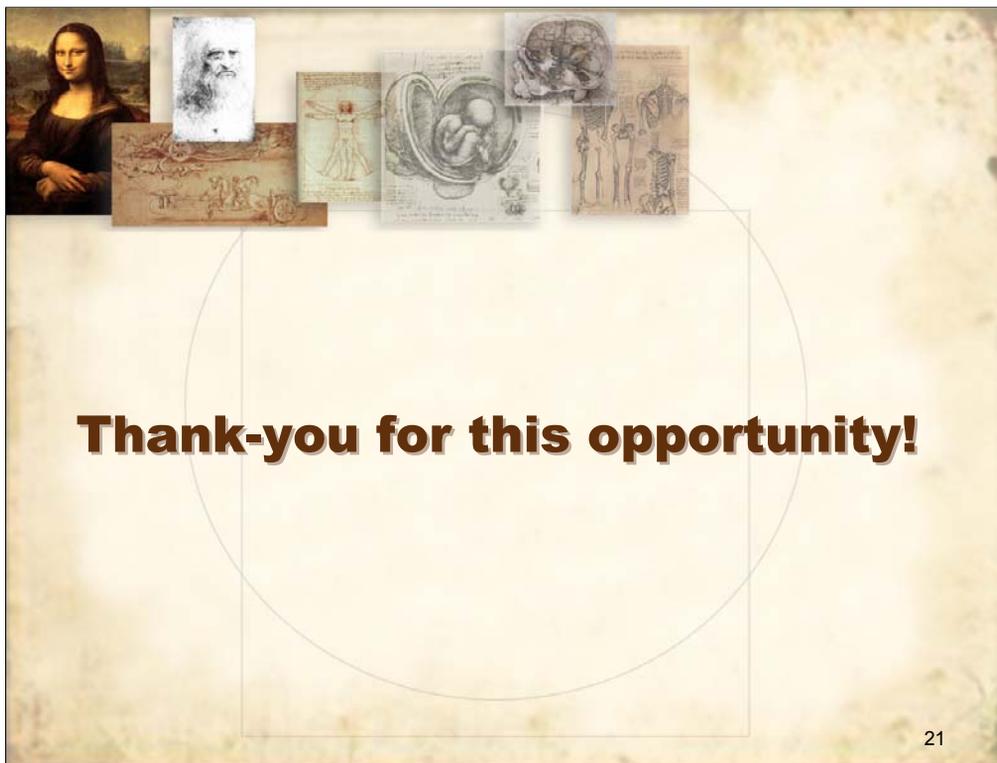
All of these can be used as selling features to attract and retain technical people within the paint and coatings industries in Canada, something that is more difficult to do as a stand-alone organization.



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We believe that this business plan offers the best value for existing and future TOSCOT Members and would help TOSCOT move forward in their goal to update a jewel within their organization. Rather than your education course being your lasting legacy, it will continue to be your living legacy.

Are there any questions?



**Thank-you for this opportunity!**

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On behalf of the Oil and Colour Chemists' Association and OCCO of Ontario, I thank-you for this opportunity to be a part of your information session. If you have any further questions about this, please do not hesitate to ask them at your earliest convenience.