



**Psychologists' Association of Alberta**  
Annual General Meeting  
Minutes  
05 September 2025  
12:00 – 1:00 p.m.  
Interactive Online

The Annual General Meeting achieved quorum with 100 virtual attendees and 9 in-person board members.

**Agenda**

Angela Sargent, PAA Governance Officer, welcomed attendees to the annual general meeting and provided a brief overview of the meeting agenda and confirmed quorum.

**Opening**

At the annual general meeting, PAA President Dr. Quintina Bearchief-Adolpho warmly welcomed all attendees, setting a positive and inclusive tone for the gathering. She took the opportunity to introduce the remaining board of directors who were present in person, highlighting their dedication and contributions to the organization.

President-elect Stacey Steele shared a moving land acknowledgment, emphasizing the importance of recognizing the traditional territories of Indigenous peoples in Alberta.

**Presidents Report**

Dr. Quintina Bearchief-Adolpho, PAA Board President

- Extended gratitude for the opportunity to address important professional issues from Treaty 6 territory.
- Emphasizes the distinction of psychologists as seekers of truth and critical thinkers as advocating for honest discussions and the creation of brave spaces for respectful disagreement based on research.
- Shared personal experience with EPPP stress and concerns about new requirements set by CAP. Believes decisions about the EPPP should rely on solid research regarding performance disparities among different groups.
- Attended an APA event discussing the state of psychology, including AI applications and educational requirements.
- Informed about ongoing work with Dr. Hanson to enhance services for members.
- Appreciates the dedication of members and emphasizes the importance of their work and acknowledges the issue of burnout and aims to provide more support for members this year.
- Noted the Board's commitment to addressing member concerns and ensuring policies and role descriptions are up to date for effective progress.
- Urges the Alberta government to recognize the expertise of psychologists in guiding policy, particularly in mental health and substance abuse.

## **Summary of Financial Information**

Chris Pawluk, PAA Audit Committee Chair

Chris Pawluk, PAA Audit Committee Chair, provided a detailed financial summary of PAA's financial statements for April 1, 2024, to March 31, 2025, as was presented in the 2024-2025 Annual Report. To receive the full financial summary, please contact the PAA office.

- PAA's financial statements for April 1, 2024, to March 31, 2025, reported a small operating surplus and an overall surplus.
- Surplus funds were allocated to projects supporting members as directed by the board.
- Net assets remained stable throughout the year, with revenue showing slight growth due to an increase in membership and workshops. There were no major changes to the budget or financial status.
- Strong financial status, adequate reserves, and predicted revenue growth create a solid foundation to enhance member services, including:
  - Continuation and enhancement of professional guidance services.
  - Improved referral services.
  - Additional professional learning and member value.
- Mahon + Associates Chartered Professional Accountants served as the auditor, announcing that this will be their final engagement due to a change in focus.
- A search for new auditors is currently underway, with firms being vetted.
- Offered gratitude to PAA staff, board members, and key contributors for their responsible budget management.

## **CEO Report**

Dr. Bill Hanson, PAA Chief Operating Officer

- Dr. Hanson shared that the primary purpose of an AGM is accountability, transparency, and connection.
- Dr. Hanson emphasized PAA's "value" to members and dedication to supporting them and promoting professional growth. Four areas of value were highlighted:
  1. Connection, which focuses on fostering strong relationships and networks among members, enabling collaboration and support.
  2. Careers and Competency Development, which highlighted PAA's commitment to helping members enhance their skills and advance their careers through various training and development opportunities.

3. Professional Guidance and Consultation, which underlined the organization's role in providing expert advice and resources to its members, ensuring they have access to the best research and practice in their fields.
4. Recognizing and honoring excellence, which celebrates the achievements and contributions of members within the community to inspire and motivate others.

Together, these four areas highlight PAA's dedication to supporting its members and promoting professional growth.

- Dr. Hanson thanked past leadership and current staff for their excellent work in making PAA a highly valued organization.
- In the Q&A, Dr. Hanson identified subtle and obvious "risks" to the association, including highly concentrated revenue streams, professional identity issues and scope creep, technological lags and issues (e.g., AI in clinical practice), brand erosion, and PAA's need to expand partnerships with universities and future employers of psychologists.
- Dr. Hanson mentioned several top priorities moving forward. He aims for a bright future for the psychology profession and PAA. His plans to move PAA forward included further increasing the value of membership, in part, by using data collected from membership surveys and attending to the unique needs of Psychologists, such as supporting mental health, well-being, and addressing burnout.
- Dr. Hanson encouraged members to get involved with PAA and thanked them for their trust and commitment to the association.
- Dr. Hanson shared a special video introduction of the 2025 Award winners being recognized at this year's Gala.

### **Special Resolutions**

Stacey Steele, PAA President Elect

Notice that the special resolutions are used to amend the current PAA Bylaws. All **Life members, Full members, and Early Career Psychologists members were invited to vote on the amendment.**

The proposed amendment aligns with recommendations from PAA Auditor, Mahan + Associates.

- Establishment of an audit committee, with an audit committee chair, is advised instead of appointing a single board treasurer, as it offers more comprehensive oversight of financial affairs than a treasurer.
- Promotes sound corporate governance through:
  - Transparency
  - Ethical practices
  - Accountability
- More effective in preventing financial fraud and identifying risks related to misreporting or mismanagement.

Stacey Steele, PAA President Elect, called the membership to vote on special resolutions to modify the Association Bylaws:

### **Motion**

The PAA Board formally recognizes the role of an Audit Committee with an Audit Committee chair, whereas these positions replace the traditional single role of board treasurer.

### **CARRIED**

Audit of vote:

Total Votes - 74

- Full Members - 60
- Lifetime - 6
- ECP - 5
- Out of Province (OOP) – 1     **Vote was removed (ineligible per PAA Bylaws)**
- Provisional - 2     **Votes were removed (ineligible per PAA Bylaws)**
- **In favour** - 70
- **Against** - 1

The motion was Carried.

Following the motion, PAA Continuing Professional Development Officer Madison Fankhanel and PAA Member Services Officer Emma McGrath hosted an interactive historical PAA POP Quiz.

### **In Closing**

President Dr. Quintina Bearchief-Adolpho expressed her gratitude to the members for their attendance.

PAA Governance Officer, Angela Sargent, reminded everyone to participate in the upcoming 2025 PAA Gala, which will celebrate leaders in psychology and welcome newly registered psychologists. The event is scheduled for October 3, 2025, in Edmonton, Alberta.

The meeting concluded with the distribution of a QR code, providing Members with direct access to the 2025 Member Benefits Survey. This survey aims to gather valuable feedback and insights on the benefits being offered, and lastly, a "Year in Review" video was shared that showcased the highlights and significant developments presented in the annual report.

One question was asked in the AGM's chat: Please see PAA's response in Appendix A.

The winners of the PAA Pop Quiz:

- David Sinclair: 2 Complimentary tickets to the PAA Gala
- Janay Gregory: Complimentary Virtual PAA Workshop

Meeting minutes will be posted on the PAA website.

A recording of the AGM can be accessed on the PAA website and the PAA YouTube channel.

## Appendix A

### **Elevating PAA to the Next Level**

In consultation with the Board, staff, PAA members, and stakeholders, PAA is elevating itself by revitalizing, modernizing, and directly enhancing member value, embedding the highest professional standards in all services, unifying under a shared purpose, and proactively managing subtle and obvious risks (e.g., membership retention & recruitment, overly concentrated revenue streams, brand erosion & competition from other providers, technology lags, etc.). PAA is also elevating itself by amplifying its public advocacy role. These combined efforts help ensure that PAA is not just reacting to change but actively shaping the future of psychology in Alberta.

Here are some specific examples:

#### Strengthening Member Value & Services

- Enhanced career support, mentorship, early-career programs, AI-assisted tools.
- Expanded professional development events aligned with CPA ethics standards and foundational competencies in psychology.
- Revitalized member benefits, including expanded healthcare coverage, practice and business support, and networking opportunities.

#### Elevating Professional Standards

- Embedding CPA ethics codes and CAP practice standards in all programming, Bylaws, and policies/procedures.
- Expanding ethics practice consultations with timely, effective measurement-based guidance.
- Enhancing clinical supervision in the province, including supervision of non-regulated undergraduate and graduate students and regulated provisional psychologists.
- Ensuring full compliance with *Alberta's Societies Act* and becoming North America's model provincial/state psychological association.

#### Building 'ONE PAA' – A Shared Purpose

- Creating a unified purpose to connect members, staff, and Board and further building the identity of psychologists.
- Encouraging cross-committee collaboration and inclusive engagement.
- Positioning PAA as the gold standard for psychology in Alberta.

#### Futureproofing PAA

- Diversifying revenues beyond member dues (e.g., tiered membership, conference, etc.).
- Modernizing IT and strengthening cybersecurity.
- Investing in leadership succession and advanced technology.

## Amplifying Public Advocacy

PAA continues leading advocacy efforts that elevate the unique role of psychology, not only within Alberta, but also as part of a national movement to distinguish psychologists from counselors, counselling therapists / psychotherapists, and other allied health professionals, such as social workers. This work is aligned with broader initiatives of the Canadian Psychological Association (CPA) and Council of Professional Associations of Psychology (CPAP), where PAA's CEO, Dr. Bill Hanson, serves as Vice-Chair of the Executive.

And by engaging regularly with...

- CPAP leadership

- Healthcare Associations of Alberta (HAA)

- American Psychological Association's Division 31/CESSPA/SPTA and Board of Professional Affairs

- AHS' Psychology Practice Council

- Health Coalition of Alberta

- Provincial and territory psychological associations...

PAA is ensuring that Alberta's voice is aligned with national and international advocacy. These collaborations reinforce psychology's evidence-based expertise in diagnosis, assessment, and treatment, and ensure that psychologists are recognized as highly trained experts in the field. Additionally, advocacy related to Measurement-Based Care (MBC) initiatives and government-subsidized treatment (see Nova Scotia) and regular meetings with government leaders in Alberta (e.g., Minister of Mental Health & Addiction, Honourable Rick Wilson) and regulatory bodies (CAP).

Between May and July 2025, PAA made meaningful and measurable progress on its strategic priorities and advocacy efforts. Highlights include:

- developing a unified **"ONE PAA" revitalization campaign**, which will be anchored in the forthcoming 2026-2030 strategic plan

- Dr. Hanson's leadership role on CAP's new Diagnosis and Assessment Task Force and his work with insurance companies to recognize psychologists as provincial experts on mental health further advance the profession's visibility and credibility. By meeting with early career and lifetime members, provincial health organizations, and peer associations, PAA has been both strengthening partnerships and directly influencing policies that shape the mental health landscape. These efforts are positioning psychology as a cornerstone of health and well-being in

Canada, differentiating the profession in ways that benefit both practitioners and the public. The overarching idea is to elevate both psychologists and counsellors and help the public understand (and value) differences through, for example, metaphors and analogies (e.g., builders and architects, mechanics and engineers). All are needed and valued, but they do different things with some overlap in professional activities. Soon, PAA will launch a public-facing advocacy campaign related to these matters, including documents related to profession-specific training, education, scope of practice, etc.

Also of note, to advocate most effectively for people who, for example, are unhoused, lack benefits, or rely on programs like Alberta's Assured Income for the Severely Handicapped (AISH), we must continue building coalitions/partnerships with CPA, CPAP, health system partners, and insurers to expand coverage, embed psychologists in community programs, and ensure referral pathways from housing and income support services. To ensure impact, advocacy should emphasize measurable outcomes, such as reduced waiting times, improved mental health and wellbeing, and housing stability, while integrating lived-experience voices to guide culturally safe, trauma-informed care. Ongoing consultation with allied organizations (e.g., CMHA Alberta) is vital.

**Questions under consideration at PAA currently (September 2025):**

*What aspects of the association need changing? Updating? Refreshing?*

*What are the biggest operational vulnerabilities?*

*How do we balance affordability with high-quality/value service?*

*How do we maintain unity and high standards across educational pathways (master's degree v. doctorate)?*

*How do we best champion evidence-based practice in psychology?*

*How can PAA best advocate for psychologists, mental health care, and government-subsidized treatment?*

*How do we take better care of each other, as psychologists? How do we better attend to the mental health needs of psychologists in Alberta?*

*As PAA changes, what does 'success' look like?*