

Quarterly Newsletter

4th Quarter 2019



**A Year in Review**

We have accomplished so much in 2019! We have been busy RE-BRANDING, thanks to volunteer, Neda Russell Khosravi, who designed our new logo, business cards, letterhead, etc.

Many hours and much progress has been made on our GOVERNANCE documentation; thanks to the work of James Murray and the entire Board.

Establishing a very strong BOARD OF DIRECTORS. Unfortunately we lost some of our 2018-19 board members who were instrumental in many of these changes; however we have gained some new energetic, knowledgeable people who are bringing needed expertise in the areas of promotions, graphic design, marketing, website design, communications, accounting and governance. (see page 2 for our new Board of Directors).

We have been updating our WEBSITE to include current information, but we are in the process of redesigning to make it easier to navigate, more dynamic and to meet future needs. Watch for it in the coming months.

PMAST developed and piloted new programs and adapted existing ones from requests received from clients. One request was for a program to assist immigrant and refugee youth adapt to Canadian society. Another request was for a community based program for adults and youth. Pilots of these programs were successful, resulting in further adaptation and expansion to other venues.

PMAST looks forward to another very busy year in 2020.

**Meet PMAST People:**



**Brenda Christie**  
- President

Brenda comes from very humble beginnings in rural Alberta, moved to Edmonton during high school and attended business college. She worked for the Provincial Government for years, through various departments, including Forestry and in 1981 moved to Calgary with the Energy Resources Conservation Board (ERCB). Here she attended the Petroleum Engineering Technical Program at SAIT.

During her time at ERCB she also attended the Mediation/Negotiation Certificate Program at U of C and was instrumental in establishing a Dispute Resolution Group for ERCB employees. After preaching that all ERCB employees dealing with the public or industry corporations should have this training, it eventually became a standard requirement. It also changed the way ERCB dealt with

corporate and/or land owner disputes within their jurisdiction. They went from costly public hearings to resolving many of these issues through mediation.

As Brenda became more involved in mediation she joined Community Mediation Calgary and was a founding member of a youth project in 1999., which would become PMAST.

Since the beginning she has held many offices with PMAST Board of Directors, but has always been a worker bee to try and get things done. Her vision of what PMAST should be in order to provide a service so critical to youth and their families keeps her very busy to try and reach those goals.

Her energy is fueled by seeing the lives that have changed, the youth who have turned their lives around to become happy, well-functioning members of society. Her belief that to change the life of a child is still the best miracle, a change that can involve changing the family dynamic or changing a life in spite of it.

## Looking Forward to 2020

PMAST is planning a very productive year, building on our projects and programs from last year.

We will continue with our rebranding and establishing a more dynamic website which will be easier to navigate. We are also implementing a more comprehensive and up-to-date social media system.

We have just started working on developing a comprehensive promotions and marketing plan, which will be implemented in the coming year.

Our governance documentation is a work in progress and will be further updated in the coming year. We have started a review of our by-laws which will be reviewed and adopted by the board and filed with authorities.

In January we will be resuming programs for immigrant and refugee students at Nelson Mandela High School. We will also continue programs for junior high students at Good Shepherd school in Airdrie., expanding to three separate classes.

We will be presenting PMAST's Wellness Symposium at Good Shepherd in February. This one-day event is hosted jointly by the school and PMAST. 20-25 inspirational and motivational speakers volunteer their time and expertise to provide sessions for the students which inform and inspire the students on such topics as developing healthy relationships, making responsible decisions, the effects on mental and emotional wellness of conflict and depression and how to deal with these issues. This year the symposium will focus on ????. *(to look at past programs, go to pmast.org and click on "programs")*

We are currently developing our Connected Families program, which will be piloted in Airdrie this spring.

We are working with Community Mediation Calgary Society on expanding our Community program and piloting it in Calgary in 2020.

We have requests from service clubs

in other communities in the greater Calgary area who would like PMAST programs in their schools. We will be pursuing these avenues for expansion.

We have also had requests from corporations for our training programs and lunch and learn session and will be presenting in those venues. The funds we raise from those programs go towards providing much needed programs to youth.

Fundraising has been very tough in Alberta in the last few years, which requires a more innovative approach. We gained a number of new volunteers from Calgary's Volunteer Fair, many who are not interested in becoming board members, but are willing to assist on various committees, including fundraising. We are working on some new ideas in funding, plus applications to foundations, corporations, etc.

We are currently conducting a raffle for a signed flames jersey, tickets to a flames game and a \$100 Gift Certificate to Last Best Brewery and Restaurant. *(See Page 4 for details)*

PMAST will host our annual Comedy FUNdraiser on June 1st, where we recruit wannabe comedians who are willing to attend comedy boot camp for a weekend and then perform a five minute stand-up routine. The night is hilarious and augmented by 50/50 draw and silent auction.

In the fall we will again host our annual Wine Survivor Draw which will be drawn at our Annual General Meeting on October 15th.

We are gearing up for a meeting with various representatives of our provincial government in fall 2020 to demonstrate the value and the need for our programs. Our ideal funding model would be for programs to be funded jointly by the government, the community and corporate / foundation means.

Add to all this of course is updating our strategic plan and general admin work and it is stacking up to be a very busy year.

## Meet Elizabeth Bennett



With over 35 years of teaching, administration and coaching experience, Elizabeth Bennett offers a unique blend of leadership, vision, and a vast background of knowledge.

This award winning school principal has a relentless passion for changing this broken, violent, socially isolated environment of dysfunction to creating a space for courageous conversations, empowering people to take on their lives and live with joy and love ~ suitable for sustainability for our next generation to flourish in.

She is dedicated to sharing this message of hope to community and business leaders, educators, parents and youth.

Being a survivor of domestic violence and sexual abuse as a teen, has taught Elizabeth that in order to succeed in life you must be willing to do whatever it takes.

She is eternally grateful for the genes of determination and persistence which she inherited from her mother, which provides Elizabeth with a fiery attitude and a heart centred desire to empower people and help them transform so that they can live the life they desire.

Elizabeth has also been a contributing author to two best-selling books and her chapter focused on the Courage to Speak.

## PMAST 2020 CALENDAR OF EVENTS

March 24—Raffle Draw

June 1st—Annual Comedy FUNdraiser

August 15th—PMAST Volunteer Appreciation BBQ

October 15th—Annual General Meeting

## PMAST WELCOMES OUR

### 2019-20

## BOARD OF DIRECTORS

President—Brenda Christie

Vice President— Mohamed Elbadwih

Treasurer—Bob Lang

Secretary—Natalie Cousins

Directors:

Elizabeth Bennett

Nourhan Hussan

Ikenna Igwe

Scott Mulek

Trish Tweeten

Stephanie Udoh

## TELUS-WISE

### Rise above to #EndBullying

**Cyberbullying hurts.**

**Over one million Canadian kids have been cyberbullied in the last four weeks.**

**Help us ensure the digital space is a safe place by taking the TELUS Wise Digital Pledge.**

## Got Time? Got Skills? Want to Make a Difference?

Peer Mediation And Skills Training has room for two more energetic individuals for our organization's Board of Directors. We are looking for new ideas, new blood and new energy. Candidates with experience and/or knowledge in fundraising, social media and communications would be especially beneficial.

**Important Note:** Be aware that PMAST is very much a working board, not just tasked with governance issues. We do not have an office; we operate on a virtual basis; we do not budget for administrative tasks – those are all handled by Board members. Our \$\$\$ go into program development and implementation.

PMAST is a Calgary based, not-for-profit organization, dedicated to providing schools and communities with skills to successfully handle disputes, bullying and conflict. PMAST assists youth to deal with conflict, violence, discrimination and bullying, while building confidence, safety, and self-esteem. We empower youth

to analyze conflict, investigate underlying issues and key concerns, and apply strategies to help build effective solutions. We need to provide our youth with the skills and the confidence to make better, more responsible choices.

Our programs focus on a pro-active approach of providing life skills to ensure their emotional health and well being and assisting their transition into adulthood and the workforce. These tools are the basis for a healthy life and to making healthy decisions and to assist their peers, their families and others in their communities, to deal with the conflict in their lives. These abilities make them leaders among their peers, increasing their self-worth, respect for others, inclusion, responsibility sense of belonging.

If interested please submit a brief letter of introduction and/or your resume to: [info@pmast.org](mailto:info@pmast.org) If you have further questions, please contact (403) 808-6043

## A huge thank you to all PMAST Supporters—You Make it Happen!

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