

The Magnesium Oxide Cement Association (MOCA) Canada has been conceptualized and registered in order to advance the use and knowledge of MgO cement products with regard to their use as building materials. It will allow otherwise competitors, suppliers and interested parties a safe and effective way to increase the business opportunities around MgO products. A main goal for MOCA is the inclusion of MgO cement products into the National Building Code and most activities undertaken by MOCA will be to advance this cause. A first major step will be approval by CCMC (Canadian Construction Materials Center) which will require the creation of testing protocol and base line or generic quality standards.

MOCA will operate in a transparent fashion with agreed upon goals and strategies. Members will contribute knowledge, funds and other resources cooperatively with the common goal to build awareness and usage of MgO products.

MOCA will compile a database of case studies and accredited test results that can also be utilized for marketing and code compliance issues. Also, as evolution is commonly disruptive to others it will be useful ammunition for the eventual push back from the traditional very entrenched materials, gypsum and fiber cement.

MOCA will work for the protection of IP rights, protect confidential information of any sort to safeguard specific business interests of members while increasing the use of wall boards, MIPS, Cladding systems etc into the generic markets.

MOCA aims to be the accrediting body for MgO boards approved for sale in Canada

Initial areas of focus:

- MIPS
- Fire and party wall construction
- Structural non-combustible sheathing
- Exterior cladding
- Specialty wall board, Impact, mould and water resistant.
- Best practices, approved installation methods.
- Related materials, paints, adhesives, fillers, fasteners etc
- Chemistry, develop generic standards for chlorides.

When building awareness and consumer knowledge the focus will be on architects, engineers, specifiers, code officials and material distribution channels. In time consideration may be given to more consumer based programs.

In establishing a formal, functioning association there are two initial considerations:

1. Legal - MOCA is Incorporated in Canada and registered in British Columbia. Registration in other jurisdictions should be considered. MOCA is not for charity.
2. Organizational - establishing a clear mandate for the organization (vision, goals, objectives), governance structure, levy structure, programs and activities. How the organization will actually function and carry out its mission. This work could be done by a member or we hire out, much of this organizational work is yet to be done.

Membership

Application (how to become a member)
Classes of Membership
Dues/Fees/Levy

Membership Options

Membership Classes	Founder	Trade	Associate
Voting Members			
Non-voting Members			

Dues/Fee Options

After consultation with several founder members dues are currently set at \$500 with one class of member.

Bylaws

A complete set of Bylaws will be required, these can be based on Schedule B of the BC Societies Act, http://www.bcregistryservices.gov.bc.ca/schedule_b.pdf

Meetings

Meetings can be held remotely by video, audio, email or messaging
Resolutions at ordinary meetings can be passed by a simple majority
AGMs must be attended in person or by proxy to vote on directors and other extraordinary resolutions.
Year End will be July 31st, a tentative date for the first AGM is August 15th 2015

Directors

Initial organization will have 3 directors. If you are interested in being a director please fill in the attached "First Directors" form.
With sufficient interest we may expand to 5 directors
Interested parties should read about Directors rights and responsibilities at: www.ic.gc.ca/eic

Elections/Removals of Directors

At AGMs or by special resolution under extraordinary circumstances

Director's Meetings

2 of 3 for ordinary resolutions (3 of 5)
3 of 3 for any changes to the charter documents (5 of 5)

Duties of Officers

First President Peter Francis, term 2 years.
vice-president, secretary, treasurer, communications
If you are interested in being an officer please indicate what position you would like to apply for.

How many officers? Only president and secretary are mandatory, others are optional.

Execution of Documents

Borrowing

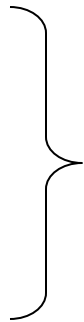
Auditor

Dissolution

Indemnity of Directors, Officers

Non-Profit Purpose

non-charitable



Legal boilerplate mostly.

Rules of Order

Without going into a lot of analysis Robert's Rules of Order seems a good starting point for the management of meetings and voting on issues: <http://www.robertsrules.org/>
As they were written in 1915 some changes will likely improve their effectiveness for current times.

Organization

We wish to establish and maintain this organization to further the business interests of the membership. To do this we will focus on several fronts

- Education and awareness building to design professionals and code officials.
- Expanding scientific and engineering research
- Acceptance by building code officials

Committees will be organized to manage these tasks, volunteers will be required.

Vision

To evolve construction by the use of MgO cement products

Guiding Principles

- To maintain high ethical standards
- To use ever more sustainable practices
- To provide empirically verified material property data for sharing with members and non members
- To speak with one voice when representing MOCA interests, but to preserve the autonomy of each member to pursue independent business paths.
- Evolve
- Be respectful

Specific Goals

1. Develop baseline / generic quality standards for boards used as wall boards, MIPs, sheathing, cladding and siding etc
2. To increase awareness among design professionals
3. Develop a formal plan with NRC for the inclusion of MgO products
4. To raise national and international awareness of and promote the advantages and availability MgO products
5. Position MOCA as the certifier of boards for sale in Canada, approved boards would carry the MOCA stamp
6. To have approved MgO products accepted across Canada by building officials

Objectives, tasks (Strategies to Achieve Goals)

1. Develop the www.mocacanada.org web site
2. Develop the www.mocaglobal.org web site
3. Create Logo and related identifying materials
4. Co-operate with trade shows such as Buildex 2015, Sustainabuild, IBS etc. A MOCA booth with members products and materials on display.
5. Engage with all local and national relevant organizations
6. Develop a marketing plan to guide the work of the Association; what specific marketing initiatives will be effective? Lay out specific programs, expected costs and benefits.
 - o Market and product diversification - how? Where?
 - o Raising awareness of MgO boards
 - o Focus on sustainability, health (mould) and safety issues
 - o Promote the fire resistant ablative properties
 - o Consumer education about health, safety, nutrition and other beneficial uses of MgO.
 - o Publish articles and technical reports in magazines and on-line
 - o utilize social media
7. Identify resources to deliver programs (staff, contractors, agencies)
8. Develop benchmarks and mileposts to measure advancement
9. Partner with Habitat for Humanity or other good cause(s). This can be part of a rewarding marketing plan.
10. Hire a communications manager
11. Strike committees

key to success - "speak with one voice;" cohesiveness

Dues Structures

Must determine total level of funding required to support programs and initiatives (total annual budget of organization).

Can explore preliminary options for how funds will be raised:

	Option 1 Flat Fee	Option 2	Option 3
Flat fee	Members - \$500	TBD	TBD
Levy Contribution to trade shows R&D expenses Other costs	Participating members share in booth costs TBD		
Other Government grants (WED, IRAP, etc)	To be pursued in each option		

Programs

Item	Education	R&D	Code Compliance
<i>mandate</i>	MgO construction products, boards, MIPs	Carbon footprint End of life use Properties and chemistry	Work with Intertek, NRC, BSCE, Code officials, professionals
<i>geographical</i>	Western Canada Canada International	Canada USA	Canada BC, AB, ON..
<i>function</i>	Promotion, writing, social media, presentations, trade shows	Testing, real world evaluations, experimentation	Compile existing data, knowledge. Determine end uses Determine generic standards
<i>associates</i>	Designers, specifiers, code officials, suppliers, users	Universities, tech colleges, members	CCMC, NRC, Intertek
Goals	Full awareness of MgO products by industry professionals	Full material properties data, field test protocol. Best Practices	CCMC acceptance Inclusion in Building Code

Banking information:

Bank of Montreal, 5170 Victoria Dr. Vancouver, BC, V5P 3W6, 604-665-2525
 Beneficiary: MOCA, 201 33 East 8th Ave, Vancouver, BC, V5T 1R5, 604-674-5336
 Account: 07680 - 001- 8959 448
 Swift Code: BOFMCAM2

Payment of dues by wire transfer or cheque mailed to MOCA, suite 201 - 33 East 8th Ave, Vancouver, BC, V5T 1R5

Skype address: peter.francis1955
 Mobile +1-604-290-1961

Application for membership

Type of member: Founder Class, applications open till June 15th 2015

Name of member (may be a corporation)	
If Corporation name of representative	
Address	
Phone numbers, office, mobile	
Email	
Web site	
Your particular interest in MOCA	
Do you wish to be a Director	
Do you wish to be an officer, if so what position	
Are you able to volunteer on a committee	
Have you forwarded your dues, \$500 CAD	
What are your thoughts, ideas and hopes for MOCA?	

Signed _____

Date: _____