

**CPRS Annual General Meeting**  
**Assemblée générale annuelle de la SCRP**

**June 11, 2004 / le 11 juin 2004**

**Quebec City/ Québec**

**4:00 p.m. to 6:00 p.m.**

**de 16 h 00 à 18 h00**



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**The Canadian Public  
Relations Society, Inc.**

**La Société canadienne  
des Relations publiques, Inc.**

## Agenda

1. Call to Order
2. Recognition of procedures
3. Approval of the agenda
4. Approval of Minutes of AGM 2003
5. President' remarks
6. Treasurer's Report/Auditors Report
7. Appointment of 2004 – 2005 Auditors
8. Membership Dues
9. By-laws and Regulations changes
10. Committees/Council annual reports
11. Confirmation of acts
12. Nominating Committee report
13. Message from the incoming National President
14. Introduction of Directors
15. Introduction of Committee and Task Force Presiding Officers
16. Any other business
17. Adjournment

## Ordre du jour

1. Ouverture de l'Assemblée
2. Reconnaissance des procédures
3. Adoption de l'ordre du jour
4. Adoption du PV de l'AA 2003
5. Mot de la Présidente
6. Rapport de la VP finances
7. Vérificateur pour l'exercice 2004 – 2005
8. Cotisations
9. Changements aux statuts et règlements
10. Rapports annuels des comités
11. Ratification des actes
12. Rapport du comité des mises en candidature
13. Message de la nouvelle présidente nationale
14. Présentation des administrateurs
15. Présidents des comités et des groupes de travail
16. Autres sujets
17. Levée de l'Assemblée

## Agenda

1. Call to Order
2. Recognition of procedures
3. Approval of Agenda
4. Approval of Minutes of Annual General Meeting held June 18, 2003 in Charlottetown, PEI

## Ordre du jour

1. Ouverture de l'Assemblée
2. Reconnaissance des procédures
3. Adoption de l'ordre du jour
4. Adoption du PV de l'AA 2003

## 5. President's Message / Message de la Présidente

Lisa Homer, APR

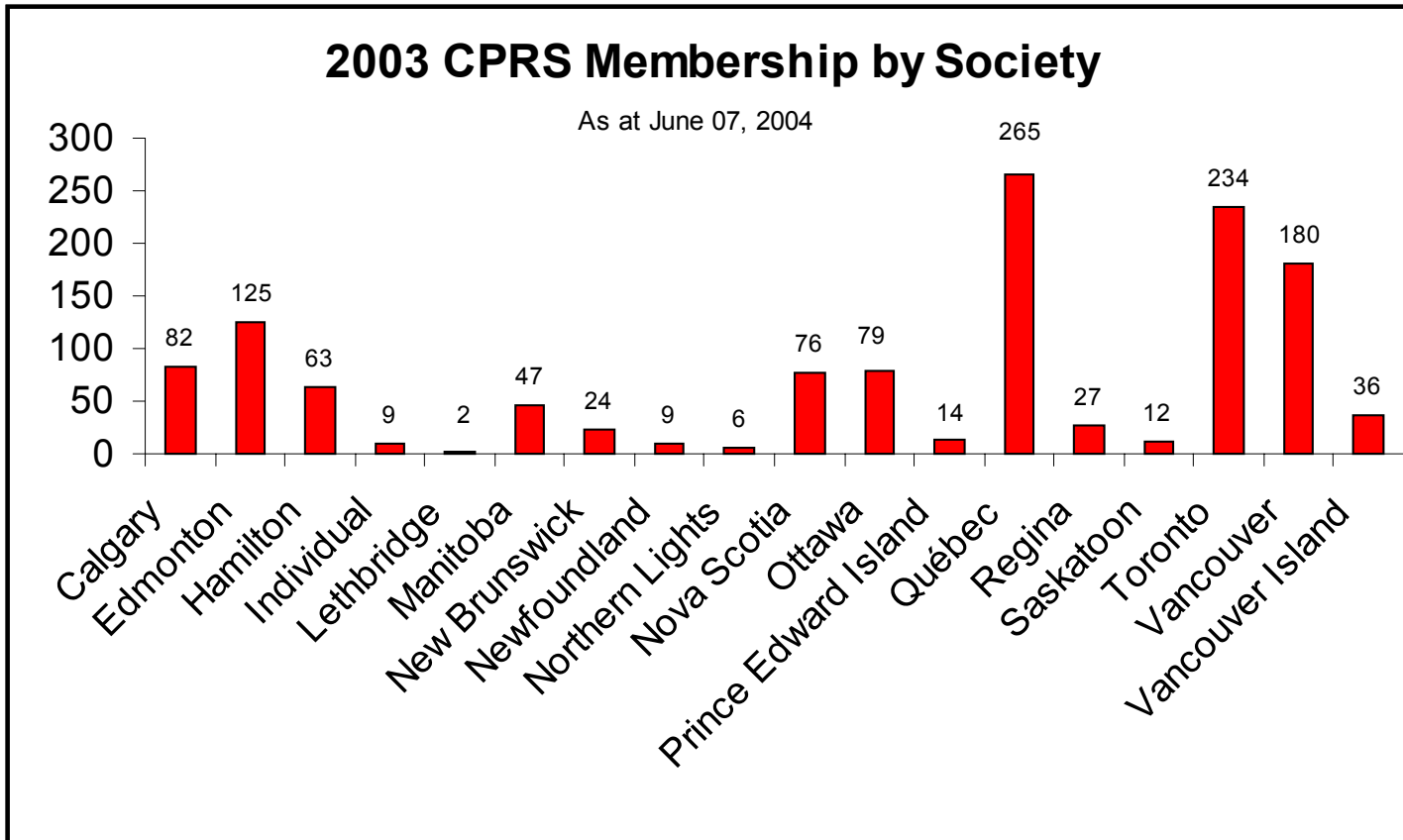
### Action Plan 2003-2004

- Continuous improvement in membership services
- Increased financial focus
- Governance Review Task Force Initiative
- Increased P.R. for P.R.

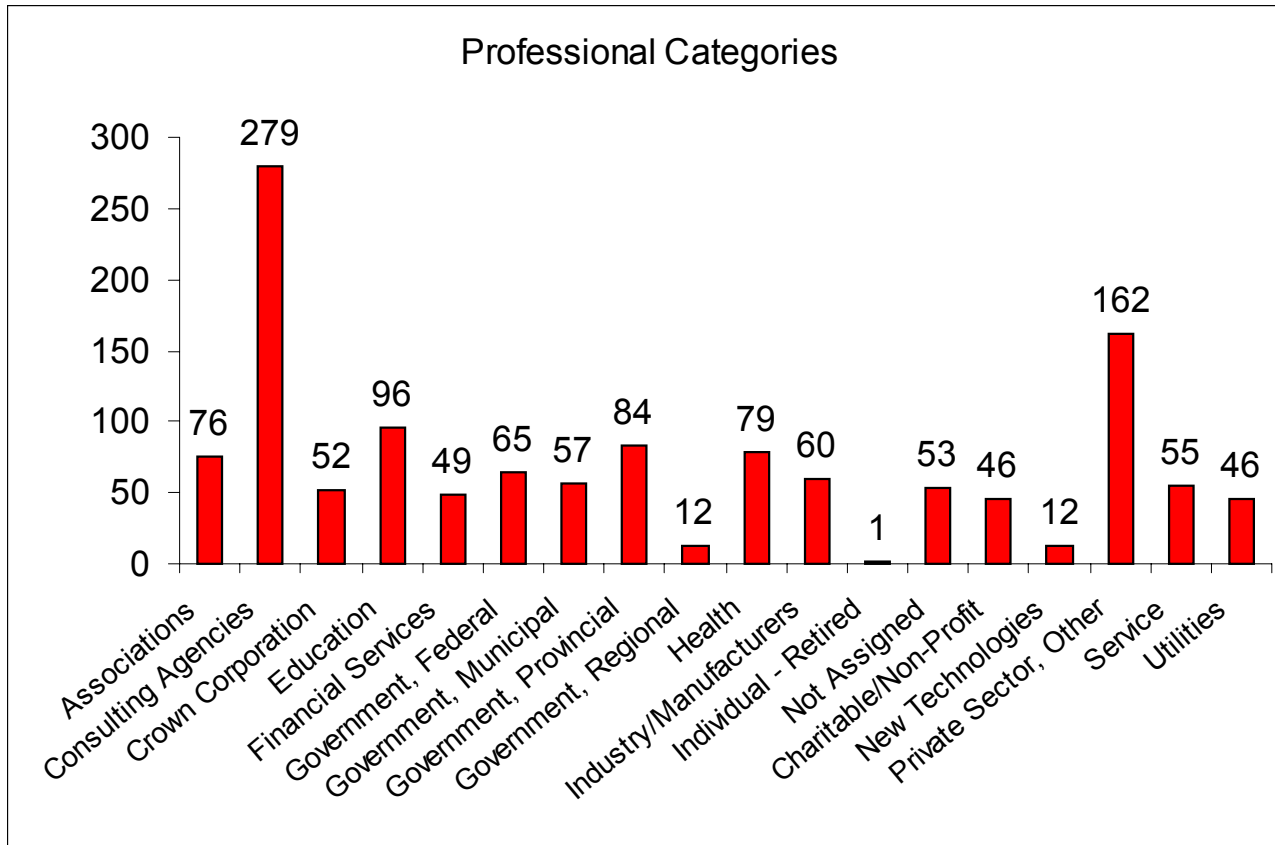


# Membership by Member Society

1292 current 514 pending



# Membership by professional category



# President's Message / Message de la Présidente

## Improvements in membership

- Streamlining membership processes
  - on-line, searchable directory
  - renew/become a member on-line
  - current, accurate membership database
- Improving the accreditation process
  - research of a web-based exam
  - three-way calling technology for the oral exam
  - 83% success rate -- 10 Member Societies



# President's Message / Message de la Présidente

## Improvements in membership

- New professional development opportunities
  - through new sponsorship arrangements
- Improved web site features
  - an « update » feature
  - addition of Board minutes
  - interactive governance consultation activity
  - web trending reports to National Board members

# President's Message / Message de la Présidente

## Improvements in membership

- Improved communication through timely web updates, regular Communiqués, direct emails (where appropriate) and mail-outs
- Addition of a new student award through a partnership with Frontline Corporate Communications



## President's Message / Message de la Présidente

### Improved financial management and development of new revenue streams

- Great deal of credit to the management of costs and revenues by our National Office team
- Debt reduction -- well on our way and ahead of schedule...will let Rod Stanley, APR our National Treasurer give you the details in his report

## President's Message / Message de la Présidente

### Improved financial management and development of new revenue streams

- National and conference sponsorship program -- for the first time
  - Canada NewsWire
  - CCN Matthews
  - CP Images

# President's Message / Message du Présidente

## P.R. for P.R.

- Global Alliance effort
  - Jean Valin, APR, Fellow CPRS -- new chairman
  - CPRS set the standard for the universal code of ethics
  - 160,000 public relations professionals worldwide -- representing 53 countries
  - regulatory study -- Italy, U.K. South Africa
- Presidential tour
  - Montreal, Calgary, Regina, Ottawa, Toronto, Vancouver, Victoria, Prince George & Edmonton (media coverage in Calgary) -- corporate social responsibility

# President's Message / Message de la Présidente

## P.R. for P.R.

- *Marketing* magazine advertising campaign
  - With financial assistance from CPRS Toronto -- four ads promoting the APR designation and double-page spread in the *Public Relations Resource Guide* -- June 2003
- News release campaign
  - Global Alliance announcements
  - accreditation candidates
  - award winners
  - national conference

# President's Message / Message de la Présidente

## Governance Review

- Cross-country Governance Review Task Force
- Created a proposed governance model for our Society
- Significant consultation with the Board and Society members
- Special General Meeting -- March 31, 2004 -- 418 eligible proxies voted 99.3 per cent in favour

# President's Message / Message de la Présidente

## Governance Review

- Here are the basics:
  - New National Board will be made up of 12 Directors elected by the membership
  - New structure will reflect our geographic diversity with at least one director from each of the six newly designated areas: Atlantic, Quebec, Ontario, the Prairies, Alberta and BC
  - Board members must be accredited or have at least five years of membership in CPRS
  - The Board will elect the Executive Committee from its membership



# President's Message / Message de la Présidente

## Governance Review

### •Governance Review Task Force

- *Colleen Killingsworth, APR (Calgary)*
- *Joan Yates, APR (Vancouver Island)*
- *Grace Diffey, APR (Hamilton)*
- *Richard Sparkes, APR (Newfoundland)*
- *Pierre Pontbriand, APR (Ottawa/Gatineau)*
- *Guy Litalien, ARP (Quebec)*

## 6. Treasurer's report / Rapport du Trésorier

Rod Stanley, APR

### Last year's Deficit - \$66,000

- Debt Reduction Plan implemented throughout past year
- National Conference surplus
- Costs tracked by program area
- Expenditures closely monitored

# Treasurer's report / Rapport du Trésorier

## 2004/ 2005 - a brighter financial picture

- Significantly reduced debt
- Financial planning to reflect operational realities
- Continued member value enhancements
- Eye on building contingency funds - a more stable future

# 7. Appointment of 2004-2005 auditors Vérificateur pour l'exercice 2004-2005

**Rod Stanley, APR**



## 8. Membership Dues

**Rod Stanley, APR**



# 9. By-laws and Regulations Committee Report

**Malcolm French, APR**

**Blair Peberdy, APR**



# 10. Committees/Council Annual Reports -- Rapports annuels des comités/conseils

## RAPPORT ANNUEL 2004

NOTICE GÉNÉRALE

### AVIS D'ASSEMBLÉE GÉNÉRALE

L'assemblée générale de la Société canadienne des relations publiques se tiendra le vendredi 11 juin 2004, à 19 h 00, au 1100, rue St-Jacques, à Québec, sous la présidence de :

- Approbation du procès-verbal de l'AG de 2003;
- Approbation des états financiers qui ont été vérifiés le 30 juin 2004;
- Confirmation des résolutions pour 2004;
- Approbation des résolutions des directeurs de la Société;
- Approbation des modifications proposées aux règlements;
- Élection des représentants des comités et du conseil d'administration pour 2004;
- Tout autre point d'ordre général et d'urgence.

**ORDRE DU JOUR DE L'ASSEMBLÉE GÉNÉRALE**

- Appel à l'ordre
- Rapportement des mandats
- Adoption de l'ordre du jour
- Adoption du procès-verbal de l'assemblée générale tenue le 18 juin 2003
- Trésorier, S.E.
- Message de la présidente
- Rapport de l'ancien Président des relations publiques
- Présentation des résolutions pour l'exercice 2004-2005
- Comptes
- Modifications aux statuts et règlements
- Rapport annuel des mandats et des mandats
- Confirmation des mandats
- Rapport de l'ancien président
- Message de la nouvelle présidente
- Présentation des résolutions de mandat à des groupes de travail
- Questions diverses
- Tout le reste de l'assemblée

## ANNUAL REPORT 2004

The Canadian Public Relations Society, Inc.

### NOTICE OF CPRS ANNUAL GENERAL MEETING

The Annual General Meeting of The Canadian Public Relations Society, Inc. will be held on Friday, June 11, 2004, 7:00 p.m. to 9:00 p.m. at the Sheraton Hotel in Quebec City, Quebec for the following purposes:

- To approve the Minutes of the 2003 Annual General Meeting
- To approve audited financial statements for the year ending March 31, 2004
- To appoint auditors for 2004 – 2005
- To approve the acts of the Treasurer and Officers of the Society
- To approve any proposed changes to the Bylaws and Regulations
- To receive reports of the Committees and Council
- To elect Officers for the 2004 – 2005 term
- To transact any other business which may legitimately come before the meeting

### AGENDA

- Call to order
- Invocation of prayer
- Approval of agenda
- Approval of Minutes of previous meeting, June 18, 2003 held in Vancouver, B.C.
- President's message
- Treasurer's Report
- Appointment of the 2004-2005 auditors
- Membership Report
- Bylaws and Regulations changes
- Constitutional Council report
- Confirmation of acts
- Outstanding Committee reports
- Message from the Incoming National President
- Introduction of Resolutions
- Statutory Duties of Treasurer and Trust Funds Report
- Any Other Business
- Adjournment

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# 11. Confirmation of acts for 2003-2004

## Ratification des actes de l'exercice 2003-2004

**Karen Dalton, APR**

# 12. Nomination Committee Report / Rapport du Comité de mise en candidature National Executive Committee 2004 - 2005 /

## **President / Présidente**

Robyn Quinn, APR Vancouver Island

## **President Elect / Présidente élue**

Colleen Killingsworth, APR Calgary

## **Vice President / Vice-présidente**

Rod Stanley, APR Prince Edward Island

## **Treasurer / Trésorier**

Blair Peberdy, APR Toronto

## **Secretary / Secrétaire**

Beatrice Pepper, ARP SRQ

## **Past President / Présidente sortant**

Lisa Homer, APR Calgary

# 13. Incoming President's Message / Message de la Présidente élue

**Robyn Quinn, APR**



# 14. National Board of Directors 2004 - 2005

Tonya Joyce

Kevin Boothroyd

Renée McCloskey

Mona Gauvreau, APR

Sharmin Hislop

Mona Etcheverry, APR

Ken McDougall

Wendy Fox, APR

Mark Hunter LaVigne, APR

Rick Mauro, APR

Stephen Heckbert, APR

Martine Dorval, ARP

Bob Scott, APR, FellowCPRS

Douglas Shackell

Peter Spurway

Richard Sparkes, APR

**Vancouver Island / Île Vancouver**

**Vancouver**

**Northern Lights**

**Calgary**

**Edmonton**

**Saskatoon**

**Regina**

**Manitoba**

**Toronto**

**Hamilton**

**Ottawa**

**SRQ**

**New Brunswick / Nouveau Brunswick**

**Prince Edward Island / Île du Prince-Édouard**

**Nova Scotia / Nouvelle Écosse**

**Newfoundland / Terre-Neuve**

# 15. 2003-2004 Committee Presiding Officers

## **Awards / Prix**

Guy Litalien, ARP, Pierre Pontbriand, APR

## **By-laws & Regulations / Statuts et règlements**

Malcolm French, APR

## **Communications**

Rod Stanley, APR

## **Education / Éducation**

Janice Robertson, APR

## **Global Alliance / Alliance mondiale**

Jean Valin, APR, Fellow CPRS

## **Judicial & Ethics / Affaires juridiques**

Donald LaBelle, APR, Fellow CPRS

## **National Conference / Conférence nationale**

Richard Fournier, ARP

## **College of Fellows / Collège des Fellows**

Luc Beauregard, APR, Fellow CPRS

## **National Council on Accreditation / Conseil national d'agrément**

Derrick Pieters, APR, Fellow CPRS

**16. Other Business / Autres sujets**

**17. Adjournment / Levée de l'Assemblée**

**Robyn Quinn, APR**