

# energize

Canadian Public Relations  
Conference, Calgary 2005



## energisez

La Conférence Canadienne des  
Relations Publiques, Calgary 2005



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2005

*Awards Gala*

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# *National Council on Accreditation*

*Sharlene Smith, APR, Fellow CPRS*

*Pierrette Leonard, ARP*

*Grace Diffey, APR*

*Scott Bonikowsky, APR*

*Don Boynton, APR*

*Tag Watson, APR*

*Robin Alford, APR, Fellow CPRS*

*Rod Stanley, APR*

*Béatrice Pepper, ARP*

## *APR/ARP*

*Diana Barkley, APR, Vancouver*

*Donna Cairns, APR, Vancouver*

*Charlene Gaudet, APR, Calgary*

*Heather Leary, APR, Vancouver Island*

*Charles David Strachey, APR, Calgary*

*Jeff Vallentin, APR, Hamilton*

*Colin Bradley Babiuk, APR, Edmonton*

*Grant W. Bastedo, APR, Regina*

*Helen Carkner, APR, Vancouver*

*Carleen Carroll, APR, Hamilton*

*Denise M. Corra, APR, Nova Scotia*

*Larissa A. Fenn, APR, Hamilton*

*Ange Frymire, APR, Vancouver*

*Lisanne Lewis, APR, Edmonton*

*Jun Rong Mo, APR, Vancouver*

*Darrell Wayne Neufeld, APR, Hamilton*

*Bernie A. Poitras, APR, Edmonton*

*Susan Joyce Postma, APR, Vancouver Island*

*Christine M. Smith, APR, Nova Scotia*

*Sarah J. Sugiyama, APR, Vancouver*

*Guy Versailles, APR, Quebec*

*Heather Whyte, APR, Toronto*

## *Judging Coordinators*

*Mary Barker, APR*

*Tony Iavarone, APR*

*Don LaBelle, APR*

*Béatrice Pepper, ARP*

*Pierre Pontbriand, ARP*

*David Rowney, APR*

*Adele Stevens*

*Anita Wasiuta, APR*

## Judges

*Robin Alford, APR, Fellow*

*Jane Allison, APR*

*Diane Bégin-Croft*

*Len Canfield, APR*

*Marlène Casciaro*

*Joy Cooper*

*Danielle Côté*

*Chantal Deleuil*

*Grace Diffey, APR*

*Dominique Drouin*

*Merle Emms, APR*

*Brian Garagan, APR*

*Diane George, APR*

*Don LaBelle, APR, Fellow*

*Heather Leary, APR*

*Jean Macdonald*

*Carl Martin*

*Philip Mulder, APR*

*Gordon Neufeld*

*Tom Peck, APR*

*Doré Pilon*

*Carolyn Rickey, APR*

*Lesley Spencer, APR*

*Daniel Torchia*

*Kathy Vinton*

*John Wildgust*

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# *Awards of Excellence*



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# *Special Awards*





*Major Awards*

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*Communications Programs*  
*External Communication*



*Communications Management*

*Communications Programs  
External Communications  
Communications Management*

## *Award of Merit*

*Donna Holmes and Gerald Crowell of the  
Ministry of Consumer and Business Services,  
Communications Services Branch for*

*“Ontario Consumer Awareness Week”  
CPRS Toronto*



**Ontario**

*Communications Programs  
External Communications  
Communications Management*



## *Award of Excellence*

*Stéphane Duval and Paul Wilson of  
Labatt Bleue and  
Marie Morneau of  
Hill & Knowlton communications et affaires  
publiques  
for 'Campagne du Parti Bleue'  
SRQ*



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# *Marketing Communications*

*Communications Programs  
External Communications  
Marketing Communications*

## *Honourable Mention*

*Strategic Objectives, VF Canada, Inc. and  
Jam Creative Works for  
“Lee Jeans: Vintage Forward to Canada”  
CPRS Toronto*

*Communications Programs  
External Communications  
Marketing Communications*

## *Award of Merit*

*Strategic Objectives and Scott Paper Limited  
for*

*“The Launch of New Cashmere from  
Cottonelle”*

*CPRS Toronto*

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# *Community Relations*



*Communications Programs  
External Communications  
Community Relations*

*Honourable Mentions*

*Danielle D'Agostino, Barb Willet and  
Wendy Burgoyne for  
"Alcohol & Pregnancy Awareness  
Campaign"  
CPRS Toronto*



**best start  
meilleur départ**

Ontario's maternal, newborn and early  
child development resource centre

Centre de ressources sur la maternité,  
les nouveau-nés et le développement  
des jeunes enfants de l'Ontario

*Communications Programs  
External Communications  
Community Relations*

## *Honourable Mentions*

*Sandy Elaine Webster of the  
City of Richmond for  
“Richmond Airport Vancouver Rapid  
Transit Project”  
CPRS Vancouver*



*Communications Programs  
External Communications  
Community Relations*

## *Award of Merit*

*Jeffrey Martin, APR of  
Pier 8 Group and Niagara Region for  
“Be Aware. Be There”  
CPRS Hamilton*

*Communications Programs  
External Communications  
Community Relations*



## *Award of Excellence*

*Marcia Andreychuk of  
The Family Channel for the  
“Anti-bullying program”  
CPRS Toronto*



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*Media Relations*

*Communications Programs  
External Communications  
Media Relations*

## *Honourable Mentions*

*Carolyn Abbass, Erin Farrell, Kate McCloskey, Tracey  
Bochner, APR, Sylvia Sicuso, and Karen McCullough of  
APEX Public Relations and Derek Kent of  
Nike Canada for  
“Think Fast: Uncovering Nike's Need for Speed”  
CPRS Toronto*

*Communications Programs  
External Communications  
Media Relations*

## *Honourable Mentions*

*Danielle Riposati of  
NATIONAL Public Relations for  
“Vaughan Mills Shopping Centre Launch”  
CPRS Toronto*



*Communications Programs  
External Communications  
Media Relations*

## *Honourable Mentions*

*Daniel Tisch, APR, Alison George, Aline Nalbandian and  
Melissa Yollick of  
Argyle Rowland Communications for  
“Nestlé’s Turtles ‘breaks out of its shell’ ”  
CPRS Toronto*

*Communications Programs  
External Communications  
Media Relations*

## *Award Of Merit*

*Sarah Young, of  
MT&L Public Affairs for  
“Blue Nose International Marathon – ‘  
On your mark, get set, giv'er! “  
CPRS Nova Scotia*



*Communications Programs  
External Communications  
Media Relations*

## *Award of Excellence*

*Lubor Keliar, Don Hogarth, and Andrew Berthoff of  
Environics for  
“PureTracks.com VoteMusic!”  
CPRS Toronto*



*Communications Programs  
External Communications  
Media Relations*

## *Award of Excellence*

*Tracey Bochner, APR, Cara Epp, Jacqueline Mazereeuw,  
Diane Bellissimo and Sylvia Sicuso of  
APEX Public Relations and  
Clive More of  
ConAgra Foods Canada Inc. for  
“Turkey Timing: Making Butterball stand out in a crowd”  
CPRS Toronto*





*Issues & Crisis Management*

*Communications Programs  
External Communications  
Issues & Crisis Management*

*Honourable Mentions*

*Mat Wilcox, APR of the  
Wilcox Group for  
“Managing the Avian Influenza crisis communications”  
CPRS Vancouver*

*Communications Programs  
External Communications  
Issues & Crisis Management*

## *Honourable Mentions*

*Gilles Corriveau of  
Enigma for*

*“Operations de productions Guy Cloutier Inc. à Novem Inc.  
SRQ*

*Communications Programs  
External Communications  
Issues & Crisis Management*

*Award of Merit*

*Irving Oil for  
“Irving LNG gets green light”  
CPRS New Brunswick*





*Communications Programs*  
*Internal Communications*



*Communications Programs*

*Internal Communications*

## *Award of Excellence*

*Stephanie Baxter and Felicia Shiu, APR of  
AstraZeneca Canada Inc. for  
“Building our Future - phase two - Demo Day II,”  
CPRS Toronto*



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# *Communications Projects*



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# *Special Events*



*Communications Projects  
Special Events*

*Honourable Mentions*

*Stephanie Baxter and Felicia Shiu, APR of  
AstraZeneca Canada Inc. for  
“Building our Future - phase two - Demo Day II”  
CPRS Toronto*

*Communications Projects  
Special Events*

*Honourable Mentions*

*Daniel Tisch, APR, Amber Wallace, Melissa Chang  
Argyle Rowland Communications  
TD Summer Reading Club  
CPRS Toronto*

*Communications Projects  
Special Events*

*Award of Merit*

*60<sup>th</sup> D-Day Team*

*Veterans Affairs Canada, Communication Division for*

*“We Will Remember Them: 60th Anniversary of*

*D-Day and the Battle of Normandy”*

*CPRS Prince Edward Island*

*Communications Projects  
Special Events*



*Award of Excellence*

*Larry Lewin, President of Niagara Casinos of  
the Fallsview Casino Resort for  
“Valentine's vow renewal ceremony”  
CPRS Hamilton*

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*Audio Visual Projects*

*Communications Projects*  
*Audio Visual Projects*

## *Honourable Mention*

*Deborah Weinstein of Strategic Objectives, VF  
Canada, Inc. and Jam Creative Works for  
“Lee Jeans: Vintage Forward to Canada”  
CPRS Toronto*

*Communications Projects  
Audio Visual Projects*

*Award of Merit*

*Dana McKort and Sandra Thornton, APR of  
Stantec for  
“50 Years Strong: The Evolution of Stantec, 50th  
Anniversary Video”  
CPRS Edmonton*

*Communications Projects  
Audio Visual Projects*



## *Award of Excellence*

*Sharon Stevens, APR, and Wendy Heshka of  
Communication Solutions Inc for  
“Place in the Sun”  
CPRS Vancouver*



*Print Projects*

*Communications Projects*  
*Print Projects*

*Honourable Mention*

*Rennie Brown of the  
David Thompson Health Region for  
“Healthy People. Healthy Communities”  
CPRS Edmonton*



*Communications Projects  
Print Projects*

## *Award of Merit*

*Diana Barkley, APR, Zaneta Ewashko, John Gordon,  
Sharon Wood and Terrance Zacharko of  
Methanex Corporation for  
“Methanex Methanol Everyday”  
CPRS Vancouver*

*Communications Projects*  
*Print Projects*

## *Award of Merit*

*Susan Thom at BC Housing in  
Corporate Communications for  
“The future of housing and care: A seniors' resource”  
CPRS Vancouver*

*Communications Projects*  
*Print Projects*



## *Award of Excellence*

*Mike Goldrup of the  
Region of Peel for  
“Smoke-free bars Campaign”  
CPRS Toronto*

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*Electronic & Interactive Media*

*Communications Programs  
External Communications  
Electronic & Interactive Media*

*Award of Merit*

*Corporate Services Web Design Team of the  
Vancouver Park Board for  
“Come home to Parks and Recreation”  
CPRS Vancouver*



*Communications Programs  
External Communications  
Electronic & Interactive Media*

## *Award of Excellence*

*John Muldoon, APR, Manager of Communications and  
Public Affairs for the TDSB  
Communications and Public Affairs, Toronto District  
School Board for  
“[www.tdsb.on.ca](http://www.tdsb.on.ca): Communicating the value of a TDSB  
Education”  
CPRS Toronto*

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# *Special Awards*



## *Don Rennie Memorial Award*

*The Don Rennie Memorial Award for Excellence in Government Public Relations recognizes outstanding team achievement in developing and executing a strategic approach to government communications on a specific issue.*

*Entries must reflect Don Rennie's vision of excellence in strategic communications and be relevant to the complexities of a government environment.*

# *Outside Water Use Program Communications Plan*

*Tara Diefenbacher, Senior Communications Advisor  
and Peter Busatto*

*of*

*The City of Guelph, Waste Management Division for  
“Outside Water Use Program Communications Plan”  
CPRS Hamilton*

*CPRS/CNW  
Student Award of Excellence*

*Established jointly by CPRS and CNW  
GROUP, this award recognizes student  
excellence in the PR field.*



CNW GROUP



*Rosalind Crocker  
Royal Roads University, Victoria*

# *Frontline Risk and Communications Student Award*

*Nekolina Berlie, from the University of Calgary*

*Alex Vondette of Centennial College, and*

*Rina Blacklaws of Mount Royal College*

## *Edelman/Stanley Houston Student Award*

*The Edelman/Stanley Houston Student Award was established by the public relations firm Edelman to honour Stanley Houston's contribution to the Canadian public relations profession. A former journalist, Stanley Houston is one of the pioneers of Canada's public relations industry. The Award promotes and recognizes excellence in PR among PR students, and fosters excellence among future generations of practitioners.*

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*Luc Levasseur of Seneca College*

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# *Major Awards*



## *Outstanding Achievement Award*

*(Formerly the CPRS Societal Award) For recognition of a single, major contribution made by a Society member, which has resulted in the betterment of CPRS through the enhancement of its image in the eyes of the other Canadians, or the World at large.*



*Congratulations to  
Don LaBelle, APR, Fellow CPRS  
CPRS Edmonton*

## *Philip A. Novikoff Memorial Award*

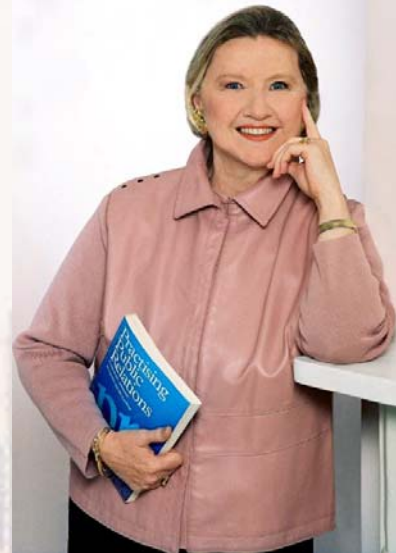
*As CPRS' top award, the Novikoff is awarded to an accredited CPRS member who has furthered the standing of the public relations profession in Canada through professional practice and personal relations as well as the betterment of the community.*



*Congratulations to  
James Toccacelli, APR  
CPRS Toronto*

## *Lamp of Service*

*The Lamp of Service Award recognizes distinguished and dedicated service to the Canadian Public Relations Society. Awarded to a member whose personal activities, leadership and devotion to the Society's affairs resulted in a striking illustration of the Society's principles and values and a significant contribution to the enhancement of our profession.*



*Congratulations to*

*Mary Barker, APR*

*CPRS Nova Scotia*

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# *Membership Achievement Awards*



*Under 75 Members*

*Regina*



*Over 75 Members*

*Calgary  
and  
Ottawa/Gatineau*

## *CPRS Lectern Award*

*Awarded annually to the Member Society demonstrating the greatest advancement in its purpose and goals through membership growth, meeting attendance, development of Member Society sponsored educational programs, initiation of PR for PR activities, and growth in accreditation. The winning Society is awarded cash to be used towards professional development activities in the coming year. This award is bestowed in memory of long-time CPRS member, the late Norman A. Dann, the Society's 14th National President (1966-1967).*



*Congratulations to  
Vancouver Island  
and  
Société des relationnistes du Québec*

## *College of Fellows*

*The Society established and maintains a College of Fellows to honour its senior practitioners who have made significant contributions to the profession of public relations as it is practiced in Canada.*

*Don LaBelle, APR, Fellow, CPRS*

## *College of Fellows*

*John Bowles, APR, Isle of Man,  
Daniel N. Granger, ARP from the SRQ,  
Gordon Kenneth McIvor, APR from the Toronto Society,  
Janet MacMillan, APR from the Nova Scotia Society,  
Pat McNamara, APR from the Toronto Society,  
Patricia Parsons, APR from the Nova Scotia Society, and  
Richard Sparkes, APR from the Newfoundland Society.*

## *Honorary Fellows*

*Raymond Argyle, APR, CPRS Toronto,  
Roselle Green, APR, CPRS Nova Scotia,  
Patrick H Macleod, APR of Spain,  
Jim Osborne, APR of CPRS Calgary,  
Roberta Resnick, APR of CPRS Toronto  
Lesley Spencer, APR also of CPRS Toronto.*



*Thank you and please enjoy the rest of  
the evening...*



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**The Canadian Public Relations Society**  
**La Société canadienne des Relations publiques**



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