



# ANNUAL REPORT 2003

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 Wednesday, June 18, 2003, 4:00 p.m. to 6:00 p.m., at the Delta Prince Edward Hotel in Charlottetown, Prince Edward Island for the following purposes:

- A. To approve the Minutes of the 2002 Annual General Meeting;
- B. To approve audited financial statements for the year ending March 31, 2003;
- C. To appoint auditors for 2003 – 2004;
- D. To approve the acts of the Directors and Officers of the Society;
- E. To approve any proposed increase in Membership dues;
- F. To approve any proposed change to the Bylaws and Regulations;
- G. To receive reports of the Committees and Council;
- H. To elect Officers for the 2003 – 2004 term;
- I. To transact any other business which may legitimately come before the meeting.

### ANNUAL MEETING AGENDA

- 1. Call to order
- 2. President's remarks
- 3. Approval of the agenda
- 4. Recognition of procedures
- 5. Approval of Minutes of previous meeting, June 18, 2002, held in Toronto, Ontario
- 6. Bylaws and Regulations changes
- 7. Membership Dues
- 8. Auditors' report
- 9. Committees/Council annual reports
- 10. Confirmation of acts
- 11. Nominating Committee report
- 12. Message from the incoming National President
- 13. Introduction of Directors
- 14. Appointment of 2003 – 2004 auditors
- 15. Introduction of Committee and Task Force chairs
- 16. Any other business
- 17. Adjournment

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# PRESIDENT'S MESSAGE

BY DANIEL GRANGER, APR, NATIONAL PRESIDENT

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2002-2003 has been another great year for CPRS. Thanks to an enthusiastic and dedicated Board and Executive Committee, we have made decisions, taken several commitments and delivered according to our shared priorities. During our first Board meeting in June, we made several key decisions.

Our first decision was the recruitment of Philip Boyd & Associates Inc. as our new Association Management Consulting firm. The transition from Base to PBAI was managed carefully in order to minimize any negative impact on our membership and control our costs.

We then decided to get closer to our Member Societies and membership and hold our next board meetings in Montréal and Calgary.

Karen Dalton, APR became our new Executive Director and with Philip Boyd put together a very efficient and dedicated team. The feedback that we've received from individual members, local societies as well as Board members and the Executive Committee has been unanimously positive.

At our September Board meeting in Montréal, we adopted an Action Plan and shared three objectives as our annual priorities:

1. Increase membership
2. Provide better service and value for money to our members and to local societies
3. Improve our financial position and increase our revenues in order to provide new and better services

## MEMBERSHIP

For membership, we set an objective of 15% increase in new members for each and every local society. Working together we've increased our new membership by more than 18%, bringing our total members from 1545 on April 1, 2002 to 1711 on March 31, 2003, which include 301 new members.

## IMPROVED SERVICE

On improved service, we've made several decisions over the year. Karen worked closely with each Member Society to facilitate and speed up the recruitment and renewal processes. Communiqués were issued periodically to welcome and publicize the names of our new members. Germaine LeMoine, APR collected the best recruitment and maintenance practices around the country to help the membership chairs of each local society achieve their milestones.

In Calgary, the Board approved recommendations from Janet Bliss, APR and Michael Robin, APR, to adopt a new graphic design for the Society which has now been applied to all National Office materials including a redesigned national web site.

The Board also approved the action plan recommendations put forward by the Accreditation Process Improvements Implementation Team, chaired by Colleen Killingsworth, APR.

To keep improving the quality and offset more of the actual costs of the Accreditation and Awards programs, the Board decided to revise the application fees.

The Board also approved a request for CPRS to endorse and support a Graduate Certificate in Public Relations Management in the Centre for Effective Organizations at Royal Roads University's School of Business, based in Victoria, BC. Sharlene Smith, APR has been appointed to assist with course content development and act as the Accreditation Council liaison for the program.

Rod Stanley, APR and Lisa Homer, APR undertook a complete revision of our electronic communications policy and practices. Rod also acted as our liaison officer with the Steering Committee of the "PR@PEI Best of all Worlds" National Conference in PEI.

Tony Iavarone, APR worked with Luc Beauregard, APR, Fellow CPRS and several other members of the College of Fellows to develop their role within CPRS.

Lisa Homer, APR worked closely with Jean Valin, APR on the development of Global Alliance and represented CPRS at the PRSA Annual Conference.

And Robyn Quinn, APR carefully monitored our financial situation, including the transition costs, our National Conference in PEI revenues and expenses, our sponsorships and budgeting for next year.

At our second board meeting held in Calgary, the National Office reported significant improvements to our Member Services which included more timely and accurate reporting of membership renewals and new member processing.

We published an improved Membership Directory and introduced a new Membership card that was well received.

We have also decided to address our governance issues and to develop sponsorship plans to accomplish our third objective. We will move forward on these actions with next year's Board. This could result in changes in bylaws. We are committed to keeping members informed as we move forward with these initiatives.

#### **FINANCIAL POSITION**

The Society faced a challenging year and ended with a deficit. There were three main contributing factors to this situation. We anticipated substantial revenue from the National Conference held in Toronto. We had budgeted for increased sponsorship revenues, which were not attained. Finally, there were unexpected expenses received from the previous Association Management consultant.

However, the Society has a very positive cash flow position and we've put in place improved financial controls and have made decisions that will improve our financial position in the coming years.

#### **PRESIDENTIAL TOUR**

On the Presidential tour, which took place between February and June, I was pleased to meet with local Society Boards and members in Victoria, Vancouver, Regina, Winnipeg, Hamilton, Ottawa, Halifax, Ottawa and Montréal. I have listened to you, shared ideas and made presentations at professional development meetings and Member Society annual general meetings. I've had the opportunity to witness the enthusiasm and dedication of the many public relations professionals who volunteer to make this Society relevant and vibrant both at the National level and within the Member Societies. Those were great moments.

I particularly enjoyed sharing in the special 40th anniversary celebrations held in Edmonton in April, and of course I'm looking forward to meeting the Prince Edward Island Society members in June. This society deserves our

appreciation because they took on the ambitious task of hosting the National Conference and have achieved outstanding results and put together an impressive program.

#### **ACKNOWLEDGEMENTS**

I would like to acknowledge and thank the Executive Committee who met via teleconference throughout the year and spared no time and efforts to grow CPRS and bring our Society to the next level. I am truly appreciative of the guidance and support they provided to me throughout the year. Particular thanks to Germaine LeMoine, APR who had to step down from the Executive Committee in February due to work pressures and to Guy Litalien, ARP who volunteered to act as Vice President until the June annual general meeting.

With her knowledge and understanding of CPRS, Executive Director Karen Dalton, APR has been able to provide leadership to our core member programs - Accreditation, Awards, National Conference and the Membership Directory as well as to the Board and its activities. I would like to acknowledge the entire team at Philip Boyd & Associates Inc. and commend them for the results they have achieved so far.

The past three years have been ones of transition for the Society and I'm proud of the accomplishments we have made both at the Board and at the National Office level.

We have been successful on our first two objectives and are in a better position to deliver on the third one.

I want to thank all our members for their commitment to CPRS and their contribution in our development, through the many activities of their local societies or on national projects or activities. You clearly understand the JFK phrase: "Don't ask what CPRS can do for you, but instead, ask yourself what you can do for CPRS".

I was pleased and honoured to serve you all.

## **NATIONAL OFFICE REPORT**

BY KAREN DALTON, APR, EXECUTIVE DIRECTOR

The National Office provides strategic planning and administrative services to the Board, its Committees and their Programs. In addition, the National Office is responsible for the administration of membership renewals and new member processing. Working with a small,

dedicated team we faced a challenging year. Here is a summary of our activities:

#### **ACCREDITATION**

We administered the Accreditation Program providing support to both the National Council on Accreditation and Accreditation Process

Improvements Implementation Team who held teleconference meetings from September until June. We worked closely with the Chief Examiner English and the Chief Examiner French to provide administration for the five regional examiners who were responsible for planning and overseeing the written and oral examinations for accreditation candidates in October. Also under the guidance of the Chief Examiners and working with 17 local Society Accreditation Presiding Officers we processed applications for the 2003-2004 accreditation candidates in December and handled the distribution of the accreditation work examples to the volunteer graders in April. We have prepared the new APR certificates, which will be presented in June. We are responsible for the administration of the Accreditation Training Day.

#### **AWARDS**

We provided administrative support to the Co-Chairs of the Awards Committee and redesigned the 2003 Awards brochure, which was sent electronically to all members and posted on the web site. We also redesigned the applications for the Special Awards and the Major Awards. The National Office received 64 Awards of Excellence entries in the 11 categories by the April 7th deadline and distributed them to eight judging teams across the country. All entrants were notified of the results and sculptures and certificates are being prepared for the Gala Awards night in June.

#### **BOARD**

The Executive Director works closely with the Executive Committee of the Board coordinating, arranging and taking minutes for the monthly Executive Committee teleconferences and meetings prior to and following the Board meetings. We were responsible for all arrangements for the September, February and upcoming June Board meetings. The National Office prepares monthly financial statements and assisted the auditors in preparing the Audited Financial Statements for the year ending March 31st. We also provide full support for the Annual General Meeting and nomination and election of officers. We made all of the arrangements for the Presidential Tour, which included visits to 11 Societies in six provinces.

#### **GOVERNANCE AND FINANCIAL CONTROL**

We invested in a new accounting package and redesigned the financial statements, which has improved the reporting of the financial data to the Board, Executive Committee and Member Societies. We undertook to provide Member

Societies with more timely payment of their local membership dues than in previous years. We brought forward a recommendation by the auditors to collect GST on membership fees, which resulted in savings of more than \$16,000 in 2002/2003. In February, we prepared a document entitled "Observations and Recommendations Regarding Governance" which has resulted in Board approval to appoint a small committee to tackle the issue of governance. We believe that it is prudent for the Society to place significant emphasis on improving its financial performance and the effectiveness with which it delivers members services.

#### **NATIONAL CONFERENCE**

The National Office is responsible for managing the financial records for the National Conference including the collection of delegate registration fees, issuing receipts and providing the PR@PEI Steering Committee with timely reports on registrations and sponsorship revenues. We established an online registration capability for this year's conference, which worked very well. We also participated in Steering Committee meetings via teleconference.

#### **MEMBERSHIP PROCESSING**

We were extremely busy this year processing a record 301 new member applications during the fiscal year. We invested in new systems which allow us to provide better record keeping and reporting capabilities in order to ensure that Member Societies have accurate and timely information on new members and renewing members. We made arrangements for the electronic processing of all major credit cards. We also provide monthly membership reports to Membership Presiding Officers in each Member Society. We spent significant time ensuring that the data in the 2003 Membership Directory was accurate and adjusted the format and weight, which resulted in a 30% savings in production and mailing over last year. We also redesigned the membership renewal notices, produced a membership card and member receipt form. Finally, we applied the new graphic design to the membership materials and have produced these both in print and electronically.

#### **COMMUNICATIONS**

Working with the Electronic Communications Committee, the National Office redesigned the national web site incorporating the new graphic design, featuring Member Societies' sites and adding functionality for ease of navigation and a search capability. We updated most of the content including the addition of the 2003 Membership

Directory in the Member Only area online. We distributed five Communiqués via email to our membership highlighting our new members, our awards and accreditation program updates and information on the National conference and Board activities. We also responded to dozens of requests for information on the public relations profession

and handled media requests for interviews with the President. We received many requests for information on public relations courses in Canada. Working with the Education Committee we were able to update the list of educational facilities that offer CPRS recognized PR programs. We also made this available on the web site.

## ACCREDITATION COUNCIL REPORT

BY DERRICK PIETERS, APR, FELLOW CPRS, PRESIDING OFFICER, ACCREDITATION COUNCIL

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### OVERVIEW

During 2002/2003, members of the Accreditation Council worked as a team to build on the foundation set in the previous year. Continued support from the Chief Examiners, English and French, regional examiners with graders, accreditation chairs of Member Societies and the national Executive Director allowed the Council to function smoothly.

Members' interest in the accreditation process also continued to grow, evidenced by an increase in the number of candidates.

### ACCREDITATION EXAMINATION RESULTS

Compared to the previous year, 30 candidates completed the accreditation process showing an increase of 67 per cent. Of these, 20 or 66 per cent were successful. Including deferrals, the number of candidates approaching accreditation in 2003 is expected to be even higher.

### APPEALS

Under the guidance of the Deputy Presiding Officer, Appeals, independent panels reviewed the appeals of five candidates. None of the appeals was successful but all unsuccessful candidates are being encouraged to continue their efforts to attain accreditation.

### ACCREDITATION PROCESS IMPROVEMENTS IMPLEMENTATION

Following its successful review of the accreditation process, the Accreditation Task Force agreed to continue as an extension of the Accreditation Council in order to more smoothly implement the Task Force's recommendations. In its new role as the Accreditation Process Improvements Implementation Team (APIIT), it is a working committee of the Accreditation Council that has been tasked with implementing the resolutions accepted by the National Board in February 2002. Substantial progress was made in this area.

### NAPRC AND UNIVERSAL ACCREDITATION

During 2002, the Presiding Officer of the Accreditation Council became the Chair of the North American Public Relations Council (NAPRC) and continued efforts aimed at creating the basis of an international accreditation process to which CPRS members would have access. However, because of our growing relationship with Global Alliance and financial considerations, the National Executive and Board have decided to discontinue its membership in the NAPRC.

### MAINTENANCE OF ACCREDITATION

The Accreditation Council continues to work with the Executive Director of the CPRS to recreate the Maintenance of Accreditation database. Some success was achieved in restoring past records, but gaps remain. The Council feels restoration of the database and process to continue this program is of extreme importance since Maintenance of Accreditation remains one of the essential requirements for APR's who seek membership in the CPRS College of Fellows.

### RECOGNITION OF ACCREDITATION AND THE APR DESIGNATION

In support of the CPRS's efforts to promote recognition of accreditation as a measure of professionalism in the practice of Public Relations, the Council worked toward establishing closer links with Universities and Colleges that offer communications and public relations programs. This is continuing.

### ACKNOWLEDGEMENTS

In an organization such as ours, the contributions of the many volunteers are essential to keeping it viable. On behalf of the Accreditation Council, I wish to express our appreciation to the many volunteers in our Member Societies who work with us to maintain and improve the accreditation process and professional standards established by the CPRS for our members.

## 2003 NATIONAL AWARDS COMMITTEE REPORT

BY NANCY MACLEOD, APR, AND DAVID ROWNEY, APR,  
PRESIDING OFFICERS, NATIONAL AWARDS COMMITTEE

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As co-presiding officers for the 2003 National Awards Program, we are pleased to have played an active role in this long-standing program that celebrates outstanding member achievements and exceptional professional service.

Our committee's mandate this year was to reduce costs and enhance the quality and prestige of the awards program.

To reduce costs, we introduced several measures: (a) entries were requested in smaller 1" binders and were not returned to entrants thereby saving courier costs; (b) we eliminated all air travel costs incurred for judging teams; (c) the awards brochure was e-mailed to members in an electronic format rather than in a printed version that had been previously involved mailing costs; and, (d) token thank you gifts to volunteer judges were eliminated.

To generate increased revenue, the committee and the CPRS National Executive made a decision to raise entry fees from \$90 to \$200. As expected, this did result in fewer entries, but ultimately has helped the Society in capturing more of the true costs of running this program.

We are confident that the quality of the program has achieved new heights. One of our major achievements in 2003 was to recruit more judges and create more judging teams from across Canada. This has given us a more truly national representation of judges and a better balance among judging teams. We increased our bilingual teams from one to two teams (Montreal and Moncton), and we expanded our judging teams from five to eight teams, which represent seven of our provinces. Judges were provided with a new

standardized tip sheet and all judging coordinators met for a one-hour conference call to discuss standard practices. All judges were asked to write thorough constructive comments for all entries and we have been extremely happy with the quality of their commentary.

In terms of adding prestige to the program, each Award of Excellence winner will receive his or her own handmade award statue designed by internationally-renowned glass artist, Shirley Elford. The CPRS Award of Excellence statue is stunning, and a truly memorable symbol of excellence in public relations. We have been in close communication with the PEI Awards Gala Committee and we believe the banquet at the conference will be a night to remember for all in attendance. It is also our intention to focus more of our efforts on the post-awards publicity, in assisting winners to gain local media attention.

The committee did explore sponsorship for the awards program as an integral part of our drive to improve the program. Unfortunately this initiative could not be launched this year due in part to the exploration of a larger sponsorship program by the National Office, which involves more than just this portfolio.

As co-presiding officers, we would like to thank all of the members of our judging teams, especially the local co-ordinators who stepped up to the plate. The program could not have been completed without the assistance we received from the National Office and we truly appreciate all of the time and effort put forth by Karen Dalton, APR and Wendy Wellington.

## NATIONAL CONFERENCE REPORT

BY ANN STANLEY, APR, CHAIR, NATIONAL CONFERENCE COMMITTEE

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The 2003 Canadian Public Relations Society National Conference and Annual General Meeting is being held in the heart of Canada's smallest province, Charlottetown, Prince Edward Island. It's indeed an honour for the PEI Member Society to host CPRS members, guests and practitioners from across North America and beyond for the first time to our beautiful province.

This year's conference theme - PR @ PEI: The Best of All Worlds - was chosen by the planning committee as somewhat of a *modus operandi*. Together, the committee has worked diligently for the past five years to ensure a program lineup that would encompass the best of the profession, the best of maritime hospitality and of course, the best conference destination.

## COMMUNICATIONS REPORT

BY ROD STANLEY, APR AND LISA HOMER, APR, PRESIDING OFFICERS,  
COMMUNICATIONS TASK FORCE

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Over the past year, there has been significant emphasis on the value of electronic communications for CPRS. National Incoming President Lisa Homer, APR and Board Secretary Rod Stanley, APR worked with National Office to revamp the CPRS website and enhance its navigational ease, readability and range of topic areas.

There was also an increased emphasis on e-mail versus faxed communications. Many

initiatives are underway to further provide convenient, rapid and accessible information on National Office and local Member Society activities.

The National Office and Board recognize the importance in building a variety of electronic communications into broader communications strategies for the Society.

## COLLEGE OF FELLOWS REPORT

BY LUC BEAUREGARD, APR, FELLOW CPRS, PRESIDING OFFICER,  
COLLEGE OF FELLOWS REVIEW COMMITTEE

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The Selection Committee of CPRS' College of Fellows recommended to the Board of Directors that four members be admitted to the College of Fellows in 2003. The College also recommended that two retired members be appointed as Honourary members.

The names of these new members and Honourary members will be officially announced at the National Conference in Charlottetown, PEI, June 18-20, 2003.

The Selection Committee had invited CPRS members to submit their candidacies. Due to pressing professional obligations, many asked to be allowed to apply at a later date.

These appointments bring to 25 the number of Fellows and 10 Honourary Fellows of CPRS.

College of Fellows nominations for 2004 will be accepted up to February 1, 2004. To obtain an application form and for more information, please contact Karen Dalton, APR, Executive Director, at (416) 239-7034.

An applicant must be a member of CPRS with APR status, have 20 years experience as a public relations practitioner and/or educator, have been a CPRS member of at least 10 years, and have made a proven contribution to the advancement of public relations.

Responding to a request from the Executive Committee, the College of Fellows submitted recommendations concerning the future involvement of Fellows in the activities of the Society.

## JUDICIAL & ETHICS COMMITTEE REPORT

BY DONALD J. LABELLE, APR, FELLOW CPRS, PRESIDING OFFICER,  
CPRS JUDICIAL & ETHICS COMMITTEE

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The Judicial and Ethics Committee was asked to review only one complaint during the past year. Following a summary investigation it was decided that no further action be taken and that the need

for a full enquiry was not necessary. Recommendations made by the Judicial and Ethics Committee were forwarded to all concerned and the matter was closed.

# NOMINATING COMMITTEE REPORT

BY TONY IAVARONE, APR, CHAIR, NOMINATING COMMITTEE

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The Nominating Committee consists of Tony Iavarone, APR (Hamilton) Chair, Guy Litalien, APR (SRQ), Joan Yates, APR (Vancouver Island), Peter Spurway (Nova Scotia), Tamara Magnan (Edmonton) and Mark Hunter LaVigne, APR (Toronto). The Committee presents the following slate to the membership:

**President:**

Lisa Homer , APR (Calgary)

**President Elect:**

Robyn Quinn, APR (Vancouver Island)

**Vice President:**

Colleen Killingsworth, APR (Calgary)

**Treasurer:**

Rod Stanley, APR (PEI)

**Secretary:**

Blair Peberdy, APR (Toronto)

**Past President:**

Daniel Granger, ARP (SRQ)

# GLOBAL ALLIANCE REPORT



BY JEAN VALIN, APR, FELLOW CPRS, PRESIDING OFFICER, GLOBAL ALLIANCE ACTIVITIES

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You may have read fine words from me before on the work of the Global Alliance for Public Relations and Communication Management, the worldwide link between public relations associations (visit [www.globalpr.org](http://www.globalpr.org)).

You may know that more than 27 public relations and communications management associations representing over 100,000 practitioners are members of the Global Alliance. But this project is not just about who is involved, but what we are doing about unifying the profession and what benefits accrue to each of the individual members we represent.

In addition to serving as the CPRS representative on the GA, I had the privilege of serving as Chair-elect of the Global Alliance organization for the past year.

Here are some highlights of our activities in 2002 – 2003:

- Leading an international project team, with the help of Don LaBelle APR, Fellow CPRS, in proposing a protocol towards a universal code of ethics in PR. This protocol was unanimously adopted at the GA council meeting in Auckland in February 2003. It will now serve as a first universal standard for the practice of PR. All PR associations have to certify the use of this protocol by the end of 2005. Universal accreditation and education standards are next on our list of tasks to be accomplished.

- The Global Alliance's other key projects include: an expanded web site and the preparation of a web resource on the practice of public relations around the world, the analysis of regulations that govern the profession around the world and the development of an educated position on the subject; and assistance to the development of the xprl project.
- Adoption of an 'at members rate' policy which confers members status to any of the 100,000 members of the GA for the purposes of ordering documents, services and registering for conferences and seminars.
- Receiving and analyzing a formal mutual recognition request from the Institute of PR of Singapore, bringing to ten the number of associations throughout the world with which we can offer mobility to our members.

These are ambitious plans. We have started from a relatively uncoordinated base and built up the Alliance into a proper framework for exchange and information gathering between associations facing common problems. We have just really scratched the surface and will continue to pool our considerable resources for the benefit of our 100,000 members. I invite CPRS members to forward their suggestions and questions to my attention and moreover to avail themselves of the many services offered through the GA network.

# TREASURER'S REPORT

BY ROBYN QUINN, APR, NATIONAL TREASURER

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One of my first duties as National Treasurer was to review invoices and expenses billed to CPRS following the decision to change management companies. This was not pleasant or rewarding work, but it underscores how committed the directors and Executive of CPRS are on behalf of all members. Our financial situation, on its way to health again thanks to the success of 2001 Whistler conference, was now back in dire straits. There is no sugar coating our present circumstances. I have worked with our National Office to take all available steps to ensure we remain in a fiscally stable position. That meant cashing in our buffer zone. Even with that aggressive action, our deficit was over \$66,000 for the 2002/3 fiscal year.

The hardest part of this report is knowing we have been here before and promises were made to keep CPRS out of the red.

There are no excuses, as the Board of Directors it is ultimately our responsibility to honour the budgets and guidelines set out for us. We have continued to rely on conferences as a key source of revenue (in addition to membership dues) and we recognize that we cannot continue to do so because of the inconsistent success rate of various conferences. In addition, our previous accounting system was flawed and out-dated; until changes were adopted at the budgeting level, dramatic differences would continue between budget projections and actuals. Other reasons for our deficit position include a carry-over of 2001/2 fiscal year expenses, auditing fees, Accreditation Training day fees and the cost of National Board meetings all exceeded the amounts allocated. In the case of one item pertaining to Base management fees, the amount was originally disputed, but then dropped for the sake of moving ahead with the new management company.

I am grateful that we now have an experienced staff dedicated to putting our organization back into good fiscal health. Working with Val Boyd has given me a clear and true picture of where we

are. With her help, we can see where we should be as well.

The role of the Executive is to act when steps may have to be taken and communicate. This is our responsibility as a Board and I thank Val, Phil and Karen for changing our fiscal tracking system into a useful tool for managing the Society.

## STEPS TO BE TAKEN

Aside from the Professional Development and Reserve Fund allocations, we are eliminating projected conference surpluses from future budgets because of the reasons already stated above. We will have systems in place to include surpluses when they come in, without making our budget vulnerable to possible deficits when we do not meet conference projections.

As a group your Board has made specific steps to keep costs down as well as looking for new revenue-like those from sponsorships.

## SPONSORSHIP REVENUE

A simple plan for national sponsorship levels is a good start, thanks to Phil Boyd and other sponsorship chairs for contributing to the outline. The goal of encouraging larger programs to include all Societies without detracting from local Society relationships is part of the strategy behind this activity. Ultimately we want to increase revenue and strengthen existing partnerships.

The deal with *Marketing Magazine* is a wonderful example of a member Mark LaVigne, APR working with staff, Karen Dalton, APR to provide an imaginative cost effective way to leverage our brand in the community where it counts.

## FINAL WORDS

I am confident our 2003/2004 financial picture will be much improved and satisfactory to the members. We are working towards a balanced budget for 2003/2004.

Thank you to the CPRS National staff who helped me to transform a very unpopular job into a rewarding experience.

## CANADIAN PUBLIC RELATIONS SOCIETY – PROPOSED BUDGET

<b>REVENUES:</b>	<b>2003/2004</b>		
1 Membership fees	\$279,000	23 Supplies	5,917
2 Initiation fees	7,500	24 Travel & Staff Expenses	3,000
3 Strategist	18,000	25 Telephone & Fax	3,849
4 Tactics	24,000	26 Translation	3,300
5 Awards	12,800	27 <b>ACCREDITATION</b>	
6 Communiqué	4,000	28 Administration	8,500
7 College of Fellows	200	29 Accreditation Training Day	5,000
8 Directory advertising	12,000	30 Accreditation Intl. Participation (NAPRC)	500
9 Website revenue	4,000	31 <b>MEMBERSHIP:</b>	
10 Accreditation	10,550	32 Awards	9,050
11 Lists	-	33 College of Fellows	100
12 Interest	-	34 Communiqué	1,200
13 Other revenue	5,100	35 Directory	25,000
14 National Conference - Reserve Fund	15,950	36 Public Relations & Advertising	12,000
15 National Conference - Prof. Dev. Fund	15,000	37 Strategist	13,500
<b>TOTAL REVENUES</b>	<b>\$408,100</b>	38 Tactics	18,000
		39 Website Maintenance and Design	3,821
		40 <b>BOARD OF DIRECTORS &amp; EXECUTIVE COMMITTEE</b>	
<b>EXPENSES:</b>	<b>2003/2004</b>	41 Board of Directors	28,000
<b>NATIONAL OFFICE:</b>		42 Governance	10,000
16 Management	206,090	43 Presidential Tour	2,500
17 Auditing Fees	9,500	44 <b>GLOBAL ALLIANCE PROJECT</b>	2,500
18 Bank & Credit Card Charges	6,448	<b>TOTAL EXPENSES</b>	<b>\$408,029</b>
19 Insurance Policies	3,907		
20 Membership Documents	8,000	<b>NET PROFIT / (LOSS) FOR THE PERIOD</b>	<b>\$71</b>
21 Postage & Shipping	10,847		
22 Printing & Graphic Design	7,500		

## THE CANADIAN PUBLIC RELATIONS SOCIETY, INC. 2002 – 2003

### NATIONAL EXECUTIVE COMMITTEE

**President:** Daniel Granger, APR  
**President Elect:** Lisa Homer, APR  
**Vice President:** Guy Litalien, APR  
**Treasurer:** Robyn Quinn, APR  
**Secretary:** Rod Stanley, APR  
**Past-President:** Tony Iavarone, APR

### NATIONAL BOARD OF DIRECTORS

**Vancouver Island:** Joan Yates, APR  
**Vancouver:** Catherine Robertson  
**Northern Lights:** Kevin Brown, APR  
**Calgary:** Colleen Killingsworth, APR

**Lethbridge:** Lorne J. Darlington, APR  
**Edmonton:** Tamara Magnan  
**Saskatoon:** Michael Robin, APR  
**Regina:** Angela D. Street  
**Manitoba:** Adele Stevens  
**Hamilton:** Grace Diffey, APR  
**Toronto:** Mark Hunter LaVigne, APR  
**Ottawa:** Pierre Pontbriand, APR  
**Québec:** Guy Litalien, APR  
**New Brunswick:** W. Robert Scott, APR  
**Prince Edward Island:** Sheri Ostridge  
**Nova Scotia:** Peter Spurway  
**Newfoundland:** Richard F. Sparkes, APR

## COUNCIL ON ACCREDITATION

**Presiding Officer:** Derrick Pieters, APR, Fellow CPRS

**Deputy Presiding Officer (Appeals):**

TAG Watson, APR

**Deputy Presiding Officer (Eligibility):**

Gracey Diffey, APR

**Chief Examiner (English):** Pierrette Leonard, APR

**Chief Examiner (French):** Beatrice Pepper, APR

**Members:** Robyn Quinn, APR, Colleen Killingsworth, APR, Scott Bonikowsky, APR, Kathleen Malley, APR, Susan Jamieson-McLarnon, APR, Robin Alford, APR, Theresa Dickson, APR, Richard Sparkes, APR

## COMMITTEES

**Awards:**

David Rowney, APR, Nancy MacLeod, APR, Presiding Officers

**Bylaws and Regulations:**

Malcolm French, Presiding Officer

**Fellowship Program:**

Luc Beaugard APR, Fellow CPRS, Presiding Officer

**Education:**

Janice Robertson APR, Presiding Officer

**Global Alliance:**

Jean Valin APR, Fellow CPRS, Presiding Officer

**Judicial & Ethics:** Donald LaBelle APR, Fellow CPRS, Presiding Officer

**Novikoff Memorial:** Barb Pollock APR, Coordinator

**Membership Recruitment & Retention:** National Office

**National Resource Library:** Pam Bannister, Presiding Officer

## MEMBER SOCIETIES

Vancouver Island

Vancouver

Northern Lights (Prince George)

Calgary

Lethbridge

Edmonton

Saskatoon

Regina

Manitoba

Hamilton

Toronto

Ottawa

La Sociétés des relationnistes du Québec

New Brunswick

Prince Edward Island

Nova Scotia

Newfoundland

## NATIONAL OFFICE

**Executive Director:** Karen Dalton, APR

**Strategic/Financial Planning & Control:**

Philip J. Boyd

**Executive Assistant:** Elizabeth Tang

**Website Manager:** Wendy Wellington

**Accounting Services Manager:** Valerie E. Boyd

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