



Annual Report 2005

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 Thursday, June 16, 2005, 3:30 p.m. to 5:30 p.m., at the Sheraton Suites Calgary, in Calgary, Alberta for the following purposes:

- A. To approve the minutes of the 2004 Annual General Meeting;
- B. To approve audited financial statements for the year ending March 31, 2005;
- C. To appoint auditors for 2005-2006;
- D. To approve proposed changes to the By-laws;
- E. To approve reports of the Committees and Councils;
- F. To approve the acts of the Directors and Officers of the Society;
- G. To elect members of the Board of Directors; and
- H. To transact any other business which may legitimately come before the meeting.

ANNUAL MEETING AGENDA

- 1. Call to order
- 2. Recognition of procedures
- 3. Approval of the agenda
- 4. Approval of Minutes of previous meeting, June 11, 2004, held in Quebec City, Quebec
- 5. President's remarks
- 6. Treasurer's Report/Auditors' Report
- 7. Appointment of the 2005-2006 Auditors
- 8. Membership Dues
- 9. By-laws and Regulations changes
- 10. Introduction of Committee and Task Force chairs
- 11. Committees/Council annual reports
- 12. Confirmation of acts
- 13. Nominating Committee report
- 14. Election of Directors
- 15. Message from the incoming National President
- 16. Any other business
- 17. Adjournment

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President's Message

By Robyn Quinn APR, National President

Across Canada our member societies represent more than 1,600 public relations practitioners providing advocacy, professional recognition, professional development activities, programs and services. As of March 31, 2005 we had, 16 member societies with 1,635 national members, 493 of whom are accredited members, 27 are Fellows, 15 are Honorary Fellows. We managed a \$470,000 annual operating budget.

To understand where we are going and why, we need to look back.

In 1999 a national membership survey gave the National Board four primary directives:

- improve promotion of public relations as a profession
- provide education and resources to local member societies
- initiate more PR for PR
- improve career and employment services.

In 2002/2003 the National Board, under Daniel Granger ARP, focused energies and resources on three priorities reflecting those directives – it was a challenging time for CPRS, one of major transition and financial setbacks but keeping these goals re-established stability and trust.

- increase membership
- provide better service and value for money to our members and member societies
- improve our financial position and increase revenue in order to provide new and better service.

In 2003/2004 Lisa Homer APR led the National Board through an ambitious and positive action plan following those same guidelines.

In a CPRS survey conducted in 2004, respondents were asked to articulate their vision for CPRS. The most common theme for a vision was:

“To be the society of choice for Canadian Public Relations and communications professionals – one that champions best practices, promotes understanding of the value of effective communication, provides value to its members and is dedicated to their development.”

What are our biggest challenges today? When asked to identify threats facing CPRS in a recent survey, members responded with

- loss of members
- lack of membership value
- financial instability

So the pattern is pretty clear and as your leaders we listen and act accordingly.

GOVERNANCE AND MANAGEMENT

In 2002, a task force was formed to review and recommend a new system of representation nationally, with improved national board accountability as well as reduce expenses. The plan was approved at the 2004 Annual General Meeting in Quebec City with election implementation slated for June 2005, and here we are! The initial element was the formation of the Presidents' Council. The first meeting was by teleconference in December and the Council has met monthly for one hour since then.

The slate of candidates running for the national board represents the best we can be in our profession, they are making a commitment to support the strategic plans and give a voice to members across the country. That's what makes us unique; we are Canada's only national Public Relations organization. Our members in Prince George should feel as connected to the national goals as our members in Toronto or Montreal. By standing for election, voting and attending the annual general meeting CPRS members send a strong and confident message that we are indeed the only organization for them.

I thank all of the Governance Task Force volunteers, Nominating Chair, Past President Lisa Homer APR and finally Grace Diffey, APR who had the onerous task of leading the implementation team. Because as we all know, planning is one thing, doing is quite another.

In August 2002, the National Society contracted out the management services to Philip Boyd & Associates Inc. The management services include: financial and accounting management, administration for the society, volunteer management; fundraising and partnership programs; communications with members and liaison with local Member Societies. The new board will be formulating a fair and transparent performance management system to ensure an effective relationship between Philip Boyd &

Associates Inc. and the National Board which benefits all CPRS members.

The National Society receives funding primarily from its members through annual dues, accreditation and award fees and conference registration. A second level of funding is sought from sponsorships, both in-kind and cash, which has made some movement forward with signing long term contracts with National Conference sponsors, but we still need to concentrate on this area of revenue.

The Society is now in its second of a three-year plan to achieve financial stability with the contingency fund almost back to pre-National Office closure status. A newly formed Audit and Investment Committee reflects our focus on accountability along the road to financial stability. By including senior non-board members on this committee, our goal is complete transparency.

VALUE IN MEMBERSHIP – WE ARE GOING TO KEEP BUILDING!

As always, networking at local and national events is often cited as a major benefit to CPRS membership. Sixteen member societies across the Canada hosted workshops, mini-conferences, high profile recognition events, seminars, speaker luncheons and social mixers. If you attended the conference in Quebec City you know that our national events afford the very best in networking and professional development. The National Awards program has grown significantly with increased participation and revenues to cover the administration and promotion costs associated. And what an awards gala! Bringing together in 2004, for the first time, SRQ and CPRS awards presentations, it was a remarkable evening. Thanks to our talented Awards Chairs Guy Litalien ARP and Pierre Pontbriand ARP.

During the Quebec City Conference, Karen Dalton APR, Lisa Homer APR and myself attended the board meetings of Global Alliance held in conjunction with our own. Our participation in Global Alliance, an organization which now boasts over 60 countries as members including Great Britain, South Africa, the United States, India and New Zealand is an exciting ongoing development to promote and represent national associations for public relations and communications. The current chair is Jean Valin, ARP, Fellow CPRS and a past CPRS national president – our reputation in the global PR community owes a great deal to Jean's involvement.

A new and very timely program launched in 2004, the Ethics Network, takes into account not only our own code of professional standards but the scope of our responsibilities as professionals in the larger context of ethical behaviour. Thanks to Rod Stanley, APR, Deanna Drendel, ARP, Christina Marshall, APR and Patricia Parsons APR for their leadership in this area, we look forward to more on this front.

In April 2005 Luc Beauregard, APR, Fellow CPRS and Karen Dalton APR met with senior Federal Government officials in Ottawa to discuss the issue of procurement of public relations services by the Canadian government and campaign to include accreditation as preferred qualifications when hiring or contracting Public Relations professionals. We now have an active Government Relations Committee chaired by Luc Beauregard. The timing is ideal for steering the image of PR in a better, more credible direction.

In February 2005 the national board also approved the terms of reference and goals of a Task Force on PR Education in Canada led by Dr. Terry Flynn APR. The Strategic Plan identifies education as an important stream for both revenue and in branding our organization as a leader.

A very special thanks goes out to the National Council on Accreditation Presiding Officer Derrick Pieters APR, Fellow CPRS and the wonderful network of accreditation examiners and coaches across Canada. Last year, 29 candidates pursued their APR with 22 achieving it, meaning we now have a 76 % pass rate versus 66 % the year prior.

Rick Mauro, APR is working on a new membership retention and recruitment strategy and included in that project is an evaluation of what we need to do to create a national student member category, for as we all know, CPRS has to bring in new members and keep them and what better way than from the career start line!

ROAD SHOW REPORT

During my travels I was always impressed with the enthusiasm shown by member society leaders and volunteers. Their hard work and positive outlook is why our organization is still valuable to CPRS members.

I had a great opportunity to present to members in Newfoundland, Prince Edward Island, Regina, Edmonton, New Brunswick and Nova Scotia and I moderated panels in Victoria and Fredericton, represented the Society at events such as the CEO of the Year Award in Toronto and the PRSA

National Assembly in New York and attended receptions for Royal Roads University Masters of Applied Communications program, Nova Scotia Community College PR program and Mount Saint Vincent University faculty and students mixer. I also met with Member Society Boards in Toronto, Nova Scotia, Newfoundland and Saskatoon and joined society events in Hamilton and Vancouver. As a volunteer leader it is difficult to connect with every society during a one year term but it is our intent to continue holding National Board meetings in different locations in the spring and fall each year, not only to provide a meaningful opportunity for building relationships but to access our own national talent for professional development prior to the meetings (Victoria harnessed the power with a very successful, one day, high level mini-conference).

ACKNOWLEDGEMENTS

Finally I want to thank some folks – The staff of our National Office and Karen Dalton APR for

Strategic Plan for 2005-2008

By Robyn Quinn, APR and Anita Wasiuta APR

The National Board of Directors prepared a new strategic planning process to enable future boards to identify long-term initiatives and allocate appropriate resources to make CPRS a dynamic organization. The Strategic Plan 2005/08 will guide our National Society's priorities for the next three years. As this Plan is a living document, its vitality comes from our members. Recognizing the implementation of a new governance structure in June 2005, this strategic plan will act as the framework for the incoming board to begin its term of office, being flexible enough to ensure priorities and budgets can be set by that Board.

As transparency and accountability are paramount in any profession, it is our intention that the outcomes from this strategic plan be reported to the membership at all opportunities. As National Board members, we recognize that we are accountable for ensuring CPRS achieves its specific objectives as well as for measuring and reporting actual performance. We are proud of our recent successes in these areas.

Some tactics are already underway, and others are part of our continuing commitment to our members. Other tactics will be implemented through new Task Forces and Committees to be established in the coming year.

their service to the organization and our National Board members for their patience and focus during a transition year in our organization. The Strategic Plan produced from meetings in Halifax and Victoria will provide a solid foundation for the new (and for the first time, elected) National Board to use as a map for the future. I especially thank the Executive Committee for their support during the past year, Colleen Killingsworth APR, Beatrice Pepper APR, Rod Stanley APR, Blair Peberdy APR and our Past President, Lisa Homer APR.

I am proud of the voice I gave to CPRS members during my term as President. That is what the leaders of the Canadian Public Relations Society must be – your voice. It has been a rewarding and wonderful experience. Thank you all and good luck to the fine people who are taking on the task of leading CPRS into the future.

OPPORTUNITIES

The national CPRS society will continue to promote the professional and ethical standards, identify national issues and seek out opportunities for visibility for the profession and its members. The term "Public Relations" in itself is often referred to with a negative connotation. The Society will position itself as an advocate of high professional standards while recognizing that, like other professions, there are unethical practices that have to be addressed through improved education and awareness of good practice.

With the new governance structure, the Presidents' Council will be able to better share local activities and when necessary, take issues forward to the National Board. While the two-way communication process will be different with the new structure, members can address issues in a clearer approach.

RISKS

The adoption of the new governance model was voted on by the membership at a Special General Meeting held in March 2004. As with any change in organizational structure, there is uncertainty on how this change will affect individual members and local societies over time. Without ongoing

communication to ensure members understand the governance process, there is an increased risk of perceived loss of value and voice at the National table.

Perception by its members is one of the greatest risks to the national association. Local societies are the best recruiters but the National society has to play an active role in retaining members by providing visible value for membership. Membership numbers have remained static over the past several years as the same number of new members replace exiting members.

Its members see the Society's past experience of deficit budgets as a threat for the national association. The Board has implemented a new financial structure and budgeting process and it is expected that the financial risk is now minimized.

With a Society that is mainly operated through volunteers, one of the largest risks that CPRS faces is that of volunteer burnout, both nationally and locally. There is also a perception that there is a loss of members to other professional associations. While the lack of succession

planning was identified as a threat in a recent survey, it was not clear if that was local or national in nature.

GOALS, OBJECTIVES, STRATEGIES

The 2005-2008 Strategic Plan is built upon three principle goals: growth, visibility and organization operations.

Detailed goals, objectives, strategies and tactics for the next three years are described in the full CPRS Strategic Plan available after full board approval and resources assigned following the June 17 National Board Meeting. Collectively, this plan ensures the transparency of the National Society and provides value added benefits to the local societies through high-level strategy and tactics. The task forces and committees will develop more detail through their action plans and timelines. The 2005-2008 Strategic Plan is available online at www.cprs.ca or by contacting the National Office.

National Office Report

By Karen Dalton APR, Executive Director

The National Office provides strategic planning and administrative services to the Board, its Committees and Council and their programs. In addition, the National Office is responsible for the administration of membership renewals, new member processing, website maintenance and all member communications. Here is a summary of our activities:

ACCREDITATION

We administer the Accreditation program including the Maintenance of Accreditation providing support to the National Council on Accreditation for teleconference meetings from September through to June. We also provide support to candidates and the Accreditation Chairs in local Member Societies. We provide administration for the Chief Examiner and five regional examiners who are responsible for grading the work samples and the written and oral examinations. We organize orientation sessions for new graders and work closely with the Chief Examiner to advise all candidates of their results and prepare and distribute the new APR and Maintenance certificates. We also provided administration support for the organization and implementation of the

Accreditation Training Day held during the national conference in 2004.

AWARDS

We provided administrative support to the Co-Presiding Officers of the National Awards of Excellence Committee and prepared the 2005 Awards brochure, which was sent electronically to all members and posted on the website. We also prepared and distributed the applications for the Special Awards including the three student awards and the Major Awards. The National Office received 97 Awards of Excellence entries in 10 categories by the March 21st deadline and distributed them to eight judging teams across the country. All entrants have been notified of the results and the sculptures, certificates and script are being prepared for the Gala Awards night in June. The finalists in each category have been posted on the website.

BOARD

The National Office 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 October, February and June Board meetings. The National Office prepares monthly financial statements and assists 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 to the Nominating Committee for the election of directors. The National Office is also responsible for the Presidential Tour.

COMMUNICATIONS

In September, the 2004 Membership Directory was prepared, printed and mailed to all members. The National Office is responsible for maintaining current member contact information and cross referencing the Members by Professional categories, updating the local Society Board information and selling advertising in the Directory. The National Office is also responsible for maintaining the CPRS website. We wrote and distributed Communiqués via email to our membership highlighting our new members, our awards and accreditation program updates and information on the National conference and Board and Governance activities. We also responded to dozens of requests for information on the public relations profession. We received many requests for information on public relations courses in Canada. In addition, we issue numerous news releases announcing the new APRs, new Fellows, new Board of Directors and respond to other media requests.

GOVERNANCE AND FINANCIAL CONTROL

We worked closely with the Governance Implementation Team and Nominating Committee to develop clear and concise communication to the membership on the changes for the new Board nomination and election process.

We implemented strict financial controls and continued again this year to refine our financial statements, which has improved the reporting of the financial data to the Board, Executive Committee and Member Societies. We continued to provide Member Societies with timely payment of their local membership dues.

MEMBERSHIP PROCESSING

New member applications during the fiscal year kept us busy. We continued to invest in the database management system which allows us to provide better record keeping and reporting capabilities to ensure that Member Societies have accurate and timely information on new members, renewing members and expired memberships. The on line renewal form introduced last year allows members to access a secure site to renew their membership using a credit card. Our membership renewal notice process and member receipt form are automated and we processed and mailed membership cards to all members again this year. We continue to provide monthly membership reports of current and expired members to Membership Presiding Officers in each Member Society.

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 Organizing Committee with timely reports on registrations and sponsorship revenues. Again, this year we designed and implemented an on line registration form for the Calgary conference which has proven to be widely used by the membership. We continued with standardized contracts for sponsors and exhibitors. We provided administrative support to the Organizing Committee for communications with members, speakers and sponsors. This included numerous email communications. We are also responsible for managing the registration desk at the conference.

SPONSORSHIP

CPRS National Office staff continued their efforts to develop relationships with suppliers to our industry. During the fiscal year 2004-2005 we raised over \$85,600 in sponsorship revenue for the Quebec City national conference and National Society activities.

National Council on Accreditation Report

By Derrick Pieters APR, Fellow CPRS, Presiding Officer

As I approach the end of my fifth year as the Presiding Officer of the National Council on

Accreditation and approximately 15 years on the Council, I feel a sense of achievement in our

accomplishments, and pride in having been associated with its work and the many outstanding people with whom I have served in promoting and administering the accreditation process across Canada

The operating period 2004/2005 was a watershed for the Accreditation Council. We saw the Accreditation Improvement Process deliver results in response to the membership's continued interest in achieving and maintaining accreditation. We were also able to achieve a goal that only a short while ago seemed to be beyond a distant horizon; an achievement that allows me to announce, with pleasure, that the accreditation process is now financially self-sustaining. We could not have achieved this without the administrative support of Karen Dalton, APR and Elizabeth Tang to whom, on behalf of the Council, I wish to express sincere appreciation for contributing to the continued smooth operation of the accreditation process.

To improve the service the Council offers nationally to CPRS members, the function of the Chief Examiners was streamlined and is now carried out by one National Chief Examiner to whom regional examiners report. This also formalizes the national identity of the Council.

ACCREDITATION EXAMINATION RESULTS

During the year under review, 29 candidates approached accreditation. Of this number, 22 were successful, including two from previous attempts. This represents a pass rate of 76 per cent compared to 66 per cent for the previous year — an indication that the candidates were better prepared, and also an encouraging sign for colleagues who are determined to pursue their APR. It is also my pleasure to recognize from among the group of this year's candidates, two individuals who distinguished themselves by their high marks: **Jeff Vallentin** APR, from the Hamilton Society, obtained the highest overall average, as well as highest marks in the written and oral examinations. **Jun-Rong Mo** APR, from the Vancouver Society, attained the highest score for her work example. Congratulations to both!

For the current year, a total of 40 candidates have indicated an interest in approaching accreditation and have submitted work examples — the first component of the three-part process.

APPEALS

There was one appeal which was unsuccessful.

ACCREDITATION PROCESS IMPROVEMENTS

The smooth functioning of the accreditation process is an ongoing concern. During the year, a three-person working group composed of Lin Perceval, APR; Sharlene Smith, APR Fellow CPRS; and Pierrette Leonard, APR, chief examiner developed new marking guidelines and procedures for the oral and written exams that will be fully implemented for the 2005-2006 accreditation cycle. These changes, currently being piloted in the regions, are being made as a result of the review done in 2003/04 that evaluated the effectiveness, usefulness and practicality of the accreditation scoring guidelines.

We also approved a pre-qualification step whereby candidates approaching accreditation will now need to include a one-page description of their work sample project with their application. This will ensure that their work sample meets the scope and ownership requirements for accreditation. Adding this step will help to minimize the number of candidates that are disqualified after having completed their work sample.

We also developed and adopted guidelines that define the responsibilities of Council members and regional examiners, selection criteria, desirable skills and attributes and a process for promoting the availability of Council and regional examiner positions and selecting new members.

Due to the resignation of three regional examiners in 2004-2005, the new guidelines for the selection of regional examiners were tested in 'real life'. The regional examiner position in three regions was opened to competition among existing graders to promote greater transparency in the selection process, and an opportunity for upward mobility for graders.

MAINTENANCE OF ACCREDITATION

With the assistance of the Executive Director and Elizabeth Tang the Maintenance database is now fully operational. This enabled the Accreditation Council to actively pursue a policy of encouraging voluntary APR maintenance for all accredited CPRS members. The Council is pleased to report that 104 members representing 14 Member Societies maintained their accreditation.

RECOGNITION OF ACCREDITATION AND THE APR DESIGNATION

Recognition of accreditation as a measure of professionalism in the practice of public relations continues to be a priority for the Council. We

repeated the APR ad again this year in the *2004 Public Relations Resource Guide* published by *Marketing Magazine*. We would like to acknowledge and thank Bruce McLellan, APR for his generous offer of financial support to promote the accreditation program.

ACCREDITATION COUNCIL MEMBERSHIP

During 2004 Robin Alford, APR Fellow CPRS completed his term as regional examiner and joined the Council responsible for liaison with Accreditation Chairs. Béatrice Pepper ARP also completed her term as regional examiner and was appointed as the Board representative to the Council. Stephen Heckbert APR was the second Board appointed member of Council. Also on Council are Sharlene Smith, APR Fellow CPRS, Education Liaison, Pierrette Leonard, APR who is also Chief Examiner, Grace Diffey, APR, Deputy Presiding Officer (Eligibility), TAG Watson, APR, Deputy Presiding Officer (Appeals), Scott Bonikowsky, APR, Financial, Kathleen Malley, APR, Program Improvements.

ACKNOWLEDGEMENTS

Without the generous contributions of the many volunteers in the CPRS the accreditation process could not function as it does. On behalf of the Accreditation Council, I wish to express sincerely our thankful recognition to all the volunteers across Canada who willingly give their time and expertise to maintain and improve the accreditation process.

REGIONAL EXAMINERS

Thank you to our Regional Examiners for 2004-2005: Susan Jamieson-McLarnon APR (Vancouver) Region 1, Robin Alford APR, (Winnipeg) Region 2, David Magil APR, (Toronto) Region 3, Béatrice Pepper APR, (SRQ) Region 4 and Richard Sparkes APR (Newfoundland) Region 5. Sincere thanks are due to outgoing regional examiners Susan Jamieson-McLarnon APR (BC and Alberta Region), Robin Alford APR Fellow CPRS (Prairies Region), and Béatrice Pepper APR (Quebec Region). We also wish to welcome our

new regional examiner for BC Francine Gaudet APR. Appointments for new regional examiners for the Prairies and Quebec will be announced shortly.

GRADERS FOR 2004-2005

Thank you to our Graders for 2004-2005: Terry Aseltine APR, Fellow CPRS (Manitoba), Cindy Bickerton APR (Ottawa), Neil Bousquet APR (Calgary), Donald Boynton APR (Calgary), Anne Campbell APR (Regina), John Challinor II APR (Toronto), Lorie Chortyk APR (Vancouver), Raymond Chouinard APR (SRQ), Dave Ealey APR (Edmonton), Robert Ellis APR, Fellow CPRS (Regina), Merle Emms APR (Nova Scotia), Lucie-Anne Fabien ARP (SRQ), Deborah Folka APR (Vancouver), Ahmed Galipeau APR (SRQ), Charlene Gaudet APR (Calgary), Dianne George APR (VI), Greg Gertz APR (Ottawa/Gatineau), Wayne Hartrick APR (Vancouver), Grant Kaiser APR (Calgary), Randy Kilburn APR (Edmonton), Antoine Landry APR (SRQ), Melanie Lee Lockhart APR (Manitoba), Silvie G. Letendre (SRQ), Beverlee Loat APR (Edmonton), Jodi Macpherson APR (Toronto), Kathleen Malley APR (New Brunswick), Julie Marzolf (Vancouver), Susan McDougall APR (Toronto), Penelope Noble APR (Vancouver), Denise Papaiz APR (Hamilton), Lindsay Perceval APR (Vancouver), Bill Rees APR, Hon. Fellow (Edmonton), Janice Robertson APR (Calgary), Nancy Saul-Demers APR (Edmonton), Bob Scott APR, Fellow CPRS (New Brunswick), Monique Vezina APR (Hamilton), Sharlene Smith APR, Fellow CPRS (Victoria), Katita Stark APR, Fellow CPRS (Toronto), Jim Wood APR (Calgary).

CONCLUSION

I am confident that my successor will be well equipped to lead the Council in its important work. In this, I offer my best wishes for continued success.

National Awards Committee Report

By Guy Litalien ARP, and Pierre Pontbriand APR

As co-presiding officers for the National Awards Program, we are pleased to have been actively involved again this year in this long-standing program that celebrates outstanding member achievements and exceptional professional

service.

Our objective this year was to ensure increased participation by members from across Canada. In order to achieve this objective, a complete promotion campaign was put in place that

involved sending a brochure to all members in January and followed up with communications directly with members.

As a result, this year we received 97 entries in 10 categories, an increase of 20 submissions from last year. As a reflection of the level of quality and professionalism of the submissions received, the judging teams have named 32 finalists that will result in Excellence and Merit awards and Honourable Mentions being presented in June.

In order to ensure professional assessment of the submissions received, eight judging coordinators had been recruited from across Canada. Their responsibility was to bring together local judging teams.

As co-presiding officers, we recruited many of the coordinators from last year in order to ensure clear understanding of the challenge at hand and ensure consistent criteria were applied across Canada in all categories. We had conference calls with coordinators leading up to the judging itself. Issues covered included criteria for submissions, scoresheets, confidentiality and Q & A's.

We also participated in the selection of the CPRS/CNW Group student award of excellence and the CPRS/Frontline Risk and Crisis Communication Student award and Edelman/Stanley Houston Student Award recipients. Together with the Executive Committee it was our pleasure to select recipients for the Major Awards.

We want to acknowledge the commitment and dedication of the judging coordinators, and they are: Mary Barker APR, (Nova Scotia); Béatrice Pepper, APR, (Montreal); Pierre Pontbriand APR, (Ottawa/Gatineau); David Rowney APR, (Toronto); Tony Iavarone APR, (Hamilton); Adele Stevens-Beeston, (Winnipeg); Don LaBelle APR,

Fellow CPRS, (Edmonton); and Anita Wasiuta APR, (Victoria).

Judging Coordinators have also ensured that their teams provide constructive and detailed feedback for each one of the submissions they have assessed. Comments also touch on how the presentations were made and whether they have met all required criteria for the evaluation of the submissions. The judges for this year were Robin Alford, APR, Fellow CPRS, 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 CPRS, 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.

The CPRS website will also include the executive summary of the Award of Excellence winning entries for the benefit of all members. Moreover, with permission for the applicants, the award-winning entries will be sent to CPRS Resource Library for reference by members.

As co-presiding officers, we would like to thank all of the members of the judging teams, especially the coordinators whose commitment and interest in the program was unwavering. The program could not have been completed without the assistance we received from Committee volunteers and the National Office. We particularly appreciated the time and efforts of Karen Dalton APR and Wendy Wellington in the National Office.

National Conference Report

By Monique Chenier, Chair

Calgary is pleased to host the CPRS 2005 National Conference and Annual General Meeting in our province's centennial year. The conference theme "Energize: your work, your life, your world" embodies Calgary's essence and attitude: dynamic, young and energetic.

An inspiring and diverse schedule of seminars, events and activities has been developed to provide a balance of professional development and networking opportunities. Our three themes of

Leadership, Civil Society, and Issues Management/Risk and Crisis Communications will provide the information and insight PR practitioners need in both their professional and personal lives.

We are also very proud to host the inaugural Diana and Charles Tisdall Lecture in Communications – the first of its kind in Canada. And of course, this year's Annual General Meeting will be a landmark in CPRS history with the implementation of the new governance structure.

Outstanding events including our Exhibitor Luncheon and Trade Show, Energize Welcome Reception, Stampede Breakfast, Rodeo Night and Awards Gala promise to provide occasions for celebration and top-notch networking opportunities.

Thank you to our generous sponsors – without your support, this event would not have been possible. And a special note of appreciation to all the dedicated volunteers who have given their time and talent to make this conference what is sure to be an overwhelming success!!

Communications Report

By Rod Stanley APR, Presiding Officer

With all the activity happening locally and nationally within CPRS, it is a monumental task to ensure members feel connected to CPRS through effective and proactive communications. With good communication comes good teamwork. We all know that the most effective communication involves members in two-way dialogue on local and national issues.

I have always valued the Annual General Meeting as an opportunity for members to voice their approval or offer questions or feedback on the Society's national activities. For those who are not able to attend the national conference and AGM, there is an opportunity to vote on motions through proxy. As with all organizations, it is important to participate in communication efforts to build an understanding of Society activities.

The CPRS website is another avenue for members to stay informed of Society activities. National Office continues to update the site by providing information on local and national activities such as accreditation, conferences, awards and professional development opportunities offered across the country. The site is also a gateway to the activities at all our

Member Societies. Work is continuing to ensure that the website remains relevant and offers new communication formats such as Blogs.

Over the past year, Robyn Quinn APR and other National Board members have visited numerous Societies and presented on topics of professional practice and national CPRS issues such as the Judicial and Ethics process. To engage in more proactive dialogue and networking with Member Societies, the National Board is now moving Board meetings around the country to give more opportunity to host professional development events locally and build understanding of the issues and concerns of members.

Several Presidential Communiqués were circulated throughout the year and the National Board launched a series of newsletter articles on issues of national and local relevance such as activities associated with the Board, Presidential touring, the newly formed President's Council and the CPRS Judicial and Ethics process.

In the new Governance structure, the President's Council is another avenue to ensure local issues get on the national agenda.

Governance Implementation Team Report

By Gracey Diffe y, APR

The focus of the revised governance initiative over the last year has been on preparing for the implementation of the model and its By-laws approved by the members at the 2004 Special General Meeting and the AGM. This has involved:

- Board approval of specific regulations enabling the By-laws to be implemented.
- Appointing a Nominating Committee. Under the direction of current past-president Lisa Homer, APR, the committee comprises members of the

2004-05 Board who were not standing for election in 2005, and includes a representative from each of the six regions within CPRS. The role of the committee was to encourage as many nominations as possible in each region, to more specifically define qualifications for candidates within the framework established in the By-laws, and ensuring that all nominees met the qualifications before their candidacy was announced to the membership.

- Establishing with the Governance Implementation Team (Joan Yates, APR;

Richard Sparkes APR; Guy Litalien, ARP; and Pierre Pontbriand, APR) the members of the 2004-05 Executive Committee who would be grandfathered to the 2005-06 Board. In consultation with the grandfathered members, this team also determined the officers for the 2005-06 transition year. I am pleased to announce the appointment of Colleen Killingsworth, APR as our new National President, ably supported by Blair Peberdy, APR as Vice-President and Treasurer, Rod Stanley, APR as Vice-President and Secretary, and Béatrice Pepper, ARP as director at large.

- Establishing the Presidents' Council. Robyn Quinn, APR has been the driving force behind this Council of Member Society presidents who meet by teleconference to share best practices,

concerns and ensure the vitality of our local member societies.

Our final task is currently in progress, which is to hold the election of the inaugural board under the new model. I am pleased that this is the first time that everyone in CPRS will have the opportunity to elect the Board as a whole, and especially that they may cast this vote whether or not they attend the AGM and without assigning their rights to a proxy. I encourage everyone to complete and return the election ballot to the CPRS National Office with the (up to) eight candidates you feel should lead CPRS for the next two to three years – and if possible, to join us in Calgary as we announce the results of the first CPRS general election.

By-laws and Regulations Committee Report

By Malcolm French APR, Presiding Officer

The following resolutions were approved by the Board of Directors and will be presented at the Annual General Meeting for ratification by the membership. Several Regulation amendments were also approved by the Board.

RESOLUTION 1: Amendment to Article IV: Accreditation - Section 2 – Designation

The Board proposes to amend Article IV, Section 2 to allow for the reciprocal accreditation of public relations professionals where an agreement exists between the National Society and similar societies in other countries.

Proposed Amendment

Any Member in good standing who has passed the examinations prescribed by the National Society's Council on Accreditation, or those of an organization with whom the National Society has a signed reciprocity agreement, of the National Society and is a member in good standing with the National Society shall be entitled to the use of the term "Accredited, Public Relations" designated by the suffix "APR".

RESOLUTION 2: Article VI: Elections - Section 2 – Nominating Committee & Section 3 – Nominations by Societies

The Board proposes to amend Article VI, Section 2 to ensure that the Nominating Committee includes representation from all six regions of the country. The Board further proposes to delete Article VI, Section 3 in its entirety, as the section is no longer relevant.

Proposed Amendments

Section 2 Nominating Committee

The President shall appoint a Nominating Committee ~~from the members of the Board to nominate eligible members for the Board and Offices made up of one representative from each of the six geographic areas: Atlantic Canada (Prince Edward Island, Newfoundland and Labrador, Nova Scotia and New Brunswick), Quebec, Ontario, the Prairie Provinces (Manitoba and Saskatchewan), Alberta and British Columbia.~~ Each representative shall serve a three-year term on a rotating basis to ensure continuity and consistency in the nominating process. The Executive Director is an ex-officio member of the Nominating Committee.

Section 3 Nominations by Societies

~~Nominations for elections to the Board designated in Article V, Section 4 may also be made by Officers or Directors of Member Societies.~~

Nominating Committee Report

By Lisa Homer APR, Chair

The 2005 Nominating Committee consists of Lisa Homer APR (Calgary) Chair, Martine Dorval, ARP (SRQ), Sharmin Hislop (Edmonton), Renée McCloskey (Northern Lights), Rick Mauro, APR (Hamilton), Bob Scott, APR, Fellow CPRS (New Brunswick) and Richard Sparkes, APR (Newfoundland).

The Committee presents the following four grandfathered members to the 2005-2006 Board of Directors: President Colleen Killingsworth APR

(Calgary), Vice President and Corporate Secretary Rod Stanley APR (PEI), Vice President and Treasurer Blair Peberdy APR (Toronto) and Beatrice Pepper, ARP (Québec). Standing for election are Kevin Boothroyd, Andrea Collins, APR, Lucie-Anne Fabien, ARP, Terence (Terry) Flynn, APR, Mark Hunter Lavigne, APR, Derrick Pieters, APR, Fellow CPRS, Peter Spurway, Adele Stevens and Anita Wasiuta, APR.

College of Fellows Report

By Luc Beauregard APR, Fellow CPRS, Presiding Officer

The Review Committee of CPRS' College of Fellows recommended to the Board of Directors that seven members be admitted to the College of Fellows in 2005. The Committee also recommended that six retired members be appointed as Honourary members.

The names of these new members and honorary members will be officially announced at the National Conference in Calgary, June 15-17, 2005. These appointments bring to 39 the number of Fellows and 18 the number of Honourary Fellows of CPRS.

College of Fellows nominations for 2006 will be accepted up to February 28th, 2006. 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.

In partnership with the Communications and Public Relations Foundation, the College of Fellows is co-sponsoring the development of the Jack Yocom Public Relations Profile Collection. This collection will include profiles of the pioneers of our profession and traces the history and evolution of public relations in Canada. This project was made possible through individual donations by members of the College of Fellows.

Finally, I wish to thank Don LaBelle APR, Fellow CPRS, Bart Mindszenty APR, Fellow CPRS and Barbara Sheffield APR, Fellow CPRS for their collaboration as members of the Review Committee.

Judicial & Ethics Committee Report

By Donald J. LaBelle APR, Fellow CPRS, Presiding Officer

Members of CPRS are pledged to practice public relations according to the highest professional standards.

In renewing his/her membership each year, members agree to deal fairly and honestly with the media and the public, practice the highest standards of honesty, accuracy, integrity and truth and pledge to not knowingly disseminate false or misleading information.

The CPRS Code of Professional Standards which members adhere to ensures that members deal fairly with clients, fellow practitioners and members of other professions. Any member who does not abide by the Code of Professional Standards may be subject to disciplinary action by the Judicial and Ethics Committee of the Society to whom they belong or the case may be referred to the National Judicial and Ethics Committee for further action.

Since CPRS began in 1948, only a small handful of cases reached the National Committee. I am pleased to report that no cases were referred to

the Judicial and Ethics Committee during fiscal year 2004/2005.

Global Alliance Report

By Jean Valin APR, Fellow CPRS, Presiding Officer

“One profession-one voice”.

A great deal of progress has been made since this GA vision took shape. During the last few years we have worked together to transform a dream into a reality. Our collective efforts in this collaboration have accomplished much.

Currently, 57 national and non-national public relations associations representing more than 150,000 public relations practitioners on every continent worldwide enjoy Global Alliance membership. The GA has already accomplished nearly all of the milestones it established so far, including the following:

Services for CPRS members

- The Global Alliance website <http://www.globalpr.org> contains the latest research reports and articles of interest to professionals. We also have added PR Landscapes a series of profiles describing how PR is practiced around the world. Bookmark the site and use it as a resource. It is yours to discover. More content is added regularly.
- An ethics consultation service ‘Ask the experts’ was added on the website allowing you to seek advice from world ethics leaders in strict confidence.
- Member rates for seminars, conferences, reports and toolkits are offered reciprocally to the members of every national GA association. Take advantage of it! A membership in CPRS entitles you to many of the benefits of membership in any of the national associations that are members of the GA. All you have to do is ask!
- Newsletters are prepared and distributed to all GA members quarterly and more often, if needed.
http://www.globalpr.org/news_nov04.htm

Here is an update on the work that the GA is doing on behalf of all member organization:

- A three year strategic plan was adopted. It is a blueprint to guide our work for the next few years and beyond.

http://www.globalpr.org/news/features/ga_strategy_05-08.ppt

- New permanent committees were established based on our new priorities.
- A first world standard – a protocol for codes of ethics– was adopted and is being ratified by all members is with a deadline of December 2006 for ratification. We are now exploring standards in accreditation, curriculum standards and body of knowledge.
- We have conducted and released an extensive three-country regulation study. Our sincere thanks to Edelman Public Relations for their financial contribution to this project.
- All continents now have representation on the GA executive board.
- Several invitations to host GA meetings have been received. The AGM for 2005 will be held in connection with the 2nd World Public Relations festival in Trieste Italy June 28-30. India will host the executive/regional council in December 2005 in New Delhi, Brazil will host the full council and AGM in 2006 and South Africa in 2007.
- And, perhaps most important, we are developing mutual understanding and building collaborative working relationships for the good of the profession and the professional. For the first time, our profession has a place where we can learn from each other allow debate on a global scale and consolidate our position as the voice of the profession.

It has been inspiring to see the dedication of so many individual representatives who have contributed to the realization of this ideal. My thanks to all volunteers and staff from around the globe who have given life to the GA vision of “**one profession-one voice**”.

By working together, setting standards, pooling resources for our members and advocating for the profession, we can accomplish what none of us could do alone. In the end this makes for a

stronger more respected profession and that is the ultimate outcome of the GA efforts.

Moreover, as a result of our contacts with other public relations associations, CPRS have negotiated ten (10) reciprocity agreements which allow portability of membership status to 10 countries that met our conditions.

Treasurer's Report

By Blair Peberdy APR, National Treasurer

I am pleased to present the Financial Statements as at March 31, 2005.

Our focus on prudent budget management has resulted in strong financial performance. While expenses were tightly controlled, we struck a good balance so that Members continued to receive increasing value and service from the Society.

Revenues increased by \$140,326 to \$707,876 primarily due to the increase in membership fees, sponsorships and the National Conference. Revenues exceeded expenses by \$69,447. Accordingly, we retired the outstanding debt of \$6,422 and allocated \$60,000 to an Emergency Reserve Fund. It is the intention of the Board of Directors, and consistent with sound and prudent financial management, to continue to build the emergency reserves to a level that will support the operations of the National Society for a period of four to six months, and to maintain the fund at that level. The fund will be built gradually and in a balanced way over the next several years so that investments may also be made in improving

It is truly an honor to serve on the executive board of the Global Alliance and to represent CPRS. Many CPRS members have supported and contributed to our efforts and I wish to thank my CPRS colleagues for their support and suggestions.

services to Members. The fund will provide ongoing financial stability to the CPRS National operations, which is critical to fostering healthy growth and attracting experienced and talented Members. The Board of Directors will establish conditions restricting access to these funds to ensure that they are only used for the purposes for which they are intended.

The firm of Burns Hubley LLP Chartered Accountants conducted the Audit and we are very pleased with the process and assistance that the Auditors provided. The National Office deserves considerable credit for its work in controlling expenses and improved financial reporting. This has been very helpful to the Executive Committee. This year, the Board of Directors will be establishing an Audit and Investment Committee, which will be a sub-committee of the Board, to ensure that the Board and National Office continue to exercise appropriate accountability and diligence in the ongoing management of the finances of CPRS.

CANADIAN PUBLIC RELATIONS SOCIETY – PROPOSED BUDGET

REVENUES:	2005/2006
Membership Fees	\$ 338,308
Publications	30,150
Awards of Excellence	19,240
Accreditation	15,200
Investment Interest	1,300
Sponsorships	27,000
Professional Development	7,500
National Conference	33,905
TOTAL REVENUES	472,603
EXPENSES:	
National Office:	
Management Fees	245,436
Auditing Fees	7,000
Membership Documentation	13,200
Office Expenses	22,843
Travel Expenses	2,016
Membership Services:	15,000
Accreditation Program	15,200
Awards of Excellence	9,732
Communications Vehicles	44,620
Professional Development	-
Public Relations & Advertising	-
Governance:	
Board of Directors, AGM & Governance	50,255
Committees, Councils & Task Forces	12,300
Emergency Reserve Fund	25,000
Contingency 2% of Revenue	9,452
TOTAL EXPENSES	472,054
Net Profit / (Loss) for the Period	\$ 549

The Canadian Public Relations Society, Inc. 2004 – 2005

NATIONAL EXECUTIVE COMMITTEE

President: Robyn Quinn APR
President Elect: Colleen Killingsworth APR
Vice President: Rod Stanley APR
Treasurer: Blair Peberdy APR
Secretary: Béatrice Pepper, ARP
Past-President: Lisa Homer APR

NATIONAL BOARD OF DIRECTORS

Vancouver Island: .Tonja Joyce
Vancouver: Kevin Boothroyd
Northern Lights: Renee McCloskey
Calgary: Mona Gauvreau APR
Edmonton: Sharmin Hislop
Saskatoon: Mona Etcheverry
Regina: Ken McDougall
Manitoba: Wendy Fox APR
Hamilton: Rick Mauro APR
Toronto: Mark Hunter LaVigne APR
Ottawa: Stephen Heckbert APR
Québec: Martine Dorval ARP
New Brunswick: W. Robert Scott APR
Prince Edward Island: Douglas Shackell
Nova Scotia: Peter Spurway APR
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: Pierrette Leonard APR
Members: Stephen Heckbert, APR, Beatrice Pepper, ARP, Scott Bonikowsky APR, Kathleen Malley APR, Sharlene Smith APR, Fellow CPRS, Robin Alford, APR Fellow CPRS.

COMMITTEES

Awards:
Guy Litalien APR, Pierre Pontbriand APR,
Presiding Officers
By-laws and Regulations:
Malcolm French, Presiding Officer

Fellowship Program:

Luc Beauregard 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

Membership Recruitment & Retention: Rick Mauro, APR

National Resource Library: Pam Bannister, Presiding Officer

MEMBER SOCIETIES

Vancouver Island
Vancouver
Northern Lights (Prince George)
Calgary
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
Administrative Assistant: Elizabeth Tang
Website Manager/Awards: Wendy Wellington
Accounting Services Manager: Valerie E. Boyd

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