

Annual Report 2006



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 Sunday, June 11, 2006, 3:30 p.m. to 5:30 p.m., at the Sheraton on the Falls, Niagara Falls, Ontario for the following purposes:

- A. To approve the minutes of the 2005 Annual General Meeting;
- B. To approve audited financial statements for the year ending March 31, 2006;
- C. To appoint auditors for 2006-2007;
- 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 to 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 16, 2005, held in Calgary, Alberta
5. President's remarks
6. Treasurer's Report/Auditors' Report
7. Appointment of the 2006-2007 Auditors
8. Membership dues
9. By-laws and Regulations changes
10. Introduction of Committee, Council and Task Force Presiding Officers
11. Committees/Councils/Task Forces Annual Reports
12. Confirmation of acts
13. Nominating Committee Report
14. Election of Directors
15. Any other business
16. Adjournment

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President's Message

By Colleen Killingsworth APR, National President

GOVERNANCE AND MANAGEMENT

CPRS is financially sound, well managed, well governed and on the move.

2005-2006 marked the first year under the new governance structure. I am honoured to have served as your National President during this transition year and am pleased to report that the new governance structure is working well.

The National Board began implementing the Society's three-year Strategic Plan by revitalizing and reengaging our national committees, councils and task forces. Each Committee, Council and Task Force was asked to develop a work plan for 2005-2006 to support the strategic plans goals and objectives of maximizing the effectiveness of the Society, increasing visibility for CPRS in the business community, and improving organizational operations and effectiveness.

I encourage you to read the Committee, Council and Task Force reports included in this annual report to learn more about the National Society's activities and accomplishments over this past year. Some of the highlights include launching the Media Relations Measurement (MRP) program; formalizing the mini-conference initiative; hosting a professionally, socially and financially successful National Conference in Calgary; submitting a formal recommendation for Federal government procurement of public relations services to the Minister of Public Works and Government Services Canada and launching an insurance program tailored to CPRS member needs.

2005-2006 marked the third year we have focused on achieving financial stability for the Society. Thanks in part to a financially successful conference in Calgary and prudent management on behalf of the National Office and National Board, we are well on our way to achieving our goal of rebuilding the National Contingency Fund while at the same time reinvesting in member programs and services.

In the fall of 2005, the National Executive Committee embarked on an initiative to gauge the satisfaction levels of the leadership of the society related to a number of CPRS priorities. The results of the survey were intended to assist the National Executive Committee in making recommendations to CPRS' National Board of

Directors about priorities for action, as well as identifying any issues for immediate attention.

The results of the survey were presented to the National Board in February 2006 with a recommendation to renew the three-year association management contract with Philip Boyd & Associates Inc., which the Board unanimously approved.

Over the past year, your 12-member elected board met on a monthly basis via conference call and/or face-to-face. To leverage our face-to-face meetings, the Board and National Office worked closely with CPRS Newfoundland to host a day long mini-conference in September and hosted a reception for CPRS Ottawa and met with Statistics Canada while in Ottawa in February. Our purpose for meeting with Statistics Canada Business Survey Division was to learn more about how they track the public relations industry in Canada. As a result of this meeting, we were able to provide input into the 2005 Survey of Service Industries Generic Model and to the Annual Survey of Advertising and Related Services 2005.

PRESIDENT'S TOUR

During my term as National President, I have had the privilege of visiting and presenting to a number of our local member societies and would like to thank the leadership and membership of those societies for the opportunity and the hospitality extended to me.

- CPRS Newfoundland, September 16, 2005
- CPRS New Brunswick, September 19, 2005
- CPRS Prince Edward Island, September 21, 2005
- PRSA Assembly, Chicago, Illinois, December 3, 2005
- CPRS Nova Scotia, December 14, 2005
- CPRS Prince George, January 4, 2006
- CPRS Manitoba, January 18, 2006
- CPRS Toronto, January 19, 2006
- CPRS Hamilton, January 19, 2006
- CPRS Ottawa, February 17, 2006
- CPRS Calgary, March 15, 2006
- CPRS Regina, April 25, 2006
- La Société des relationnistes du Québec, May 29, 2006

ACKNOWLEDGEMENTS

I would like to thank the Members, who participated in a number of surveys conducted over the past year to help the National Board and leadership understand your priorities for and perceptions of CPRS. Surveys included: accreditation satisfaction surveys (participant and volunteer), College of Fellows Speaker's Service, Government Procurement Practices, and the CPRS leadership satisfaction survey.

I would like to thank the National Committees, Councils and Task Force presiding officers and members for their contributions to the strategic plan and the National Society.

I would also like to thank the National Executive Committee – Blair Peberdy, APR and Rod Stanley, APR – and the National Board for their ongoing support, thoughtful counsel and commitment to advancing the profession,

advancing the professional and advancing the society.

And finally, I would like to acknowledge the Herculean efforts of our National Office – Karen Dalton, APR, Philip Boyd, Larisa Rubenis, Denis Grey, Lina Baltakys and Valerie Boyd – for their service to our association and the National Board. Their dedication to our professional association and tireless efforts has enabled us to accomplish quite a lot over the past year.

I am proud to have been part of the collective accomplishments over the past year. CPRS is on the move and I encourage all of you to step up, volunteer and become part of the future of our national professional association.



National Office Report

By Karen Dalton APR, Executive Director

The National Office provides strategic planning and administrative services to the Board, its Committees, Councils and Task Forces 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. The following is a summary of our activities.

ACCREDITATION

The National Office administers the Accreditation program including the Maintenance of Accreditation program and providing administrative support to the National Council on Accreditation from September to June. We also provide support to candidates and Accreditation Chairs in local Member Societies. Administrative support is also provided to the Chief Examiner and five Regional Examiners who are responsible for grading the work samples and the written and oral examinations. The National Office organizes orientation sessions for new graders and works closely with the Chief Examiner to advise all candidates of their results and to prepare and distribute the new APR and Maintenance certificates. We also provide administrative support for the organization and implementation of the Accreditation Orientation sessions held across the country.

AWARDS

The National Office provides administrative support to the co-presiding officers of the National Awards of Excellence Committee, including preparing the 2006 Awards brochure which was sent electronically to all members and posted on the website. We also prepare and distribute the applications for the CPRS Special Awards including the two student awards and the CPRS Major Awards.

The National Office received 90 Awards of Excellence entries in 10 categories by the March 24th deadline and distributed them to nine 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 the monthly teleconferences and meetings prior to and following the monthly Board meetings. We were responsible for arranging the September, February and June face-to-face 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.

COMMUNICATIONS

In September, the 2005 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, and updates and information on the National Conference, Board and Governance activities, and new initiatives. We also responded to dozens of requests for information on the public relations profession, including many requests for information on public relations courses in Canada. In addition, we manage the Society's media relations, issuing numerous news releases to announce the new APRs, new Fellows, new Board of Directors and responding to media requests.

GOVERNANCE AND FINANCIAL CONTROL

The National Office works closely with the Nominating Committee to develop clear and concise communication to the membership for the nomination and election process.

We maintained 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 also continue to provide Member Societies with timely payment of their local membership dues.

SPONSORSHIP

CPRS National Office staff continues to develop and enhance relationships with suppliers to the public relations sector. During the fiscal year 2005-2006 we raised \$115,600 in sponsorship revenue for the 2005 National Conference in Calgary and for National Society activities.

MEMBERSHIP PROCESSING

Processing new member applications during the fiscal year keeps us busy. We continue 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 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 Niagara conference which was widely used by the membership. We continue to use standardized contracts for sponsors and exhibitors to ensure continuity of benefits year to year. We provided administrative support to the Organizing Committee for communications with members, speakers and sponsors, which included numerous email communications. We are also responsible for managing the registration desk at the conference.

Karen Dalton, APR

National Council on Accreditation Report

By Sharlene Smith APR, Fellow CPRS, Presiding Officer

The purpose of the National Council on Accreditation is to develop, implement and maintain the Society's accreditation program, a program that is designed to assure professional competence, establish standards for professional practice, increase recognition of the profession and influence its future direction. To this end, on behalf of my colleagues on Council, it is my pleasure to report on the following results and activities for the fiscal year 2005-2006.

ACCREDITATION EXAMINATION RESULTS

In the year past, 30 candidates participated in the examination process - an increase of one person over the previous year. Of this number, 22 were successful for a 73% pass rate – a three point drop from last year's pass rate of 76%.

Of the successful candidates, the highest mark overall was achieved by Nancy Hutton of Toronto. Top marks for the individual components went to: Rennie Brown of Edmonton for the work sample, Lisa Baergen of Vancouver Island for the written exam, and Martin Waxman of Toronto for the oral exam. Congratulations to all the new APRs for achieving this milestone in their career.

For 2006, 28 members have indicated an intention to participate in the accreditation exams.

APPEALS

Throughout the examination process, procedures exist to allow candidates to have their work re-evaluated. In 2005-2006, there were seven appeals. Of those, four were for work samples – all of which were successful; two people appealed the results of their written exam – one of which was successful; and there was one unsuccessful appeal for an oral exam.

MAINTENANCE

The accreditation maintenance program was designed to strengthen the value of the APR designation for the benefit of practitioners, employers or clients, and the public at-large. As of March 31, 2006, 120 members had maintained their accreditation – 24% of the total 493 accredited members in the Society.

PROGRAM DEVELOPMENT & ENHANCEMENT

Building upon the work of the past to continually improve the accreditation program, Council adopted and implemented a work plan over the past year with the following objectives:

- Creating a strengthened network with local Accreditation Chairs,
- Increasing the participation of qualified candidates and volunteers in the process,
- Increasing participation in APR maintenance,
- Increasing participant and volunteer satisfaction with the examination process, and
- Heightening awareness of the APR designation.

To achieve these objectives:

- We held quarterly conference calls with member society Accreditation Chairs to share program changes, obtain their input and enhance information sharing.
- We piloted and introduced new scoring guidelines and marking sheets for each of the exam components. They were designed to provide more support to graders and to make the grading process more transparent for candidates. These new guidelines and marking sheets are available on the Society's website.
- As of March 31st, 2006, four workshops were held, with five additional planned, across the country for Accreditation Chairs and new and existing graders to orient them on the new marking procedures and to recruit new graders.
- A new procedure was implemented with the application for accreditation that requires candidates to submit a one-page overview of the project they intend to use for their work sample. The overview is used to establish that the candidate meets the ownership requirement and that their project is of sufficient scope. Introducing this step will eliminate candidates being disqualified for lack of ownership or scope after they have completed and submitted their work sample.
- We conducted a satisfaction survey with all the members that participated in last year's examination process. The survey identifies the

program's strengths and benefits, as well as areas that we need to improve.

- At the time of writing, work is underway to conduct a similar satisfaction survey with volunteers within the accreditation program. The results of both of these surveys as well as work done by National Office staff to track program participation and results over time will be used to inform Council's work plan for next year.
- Having received a budget allocation from the Board, we have had a communication plan developed to increase awareness of APR. This plan will be implemented next year.
- We have established a task force that is conducting a review of the volunteer infrastructure used for grading with a view to improving the efficiency and effectiveness of the grading process. The results of this review will also inform Council's work next year.

ACKNOWLEDGEMENTS

There are many people in the Society who make significant contributions to the accreditation program.

ACCREDITATION COUNCIL

In addition to the program enhancement work described above, Council meets bi-monthly to provide oversight to the examination process and establish program policy. Their contribution and commitment to the accreditation program is noteworthy.

- Pierrette Leonard, APR, Chief Examiner
- Grace Diffey, APR, Deputy Presiding Officer (Eligibility)
- TAG Watson, APR, Deputy Presiding Officer (Appeals)
- Robin Alford, APR, Fellow CPRS, Accreditation Chair Liaison
- Scott Bonikowsky, APR, Finance & Lead, Volunteer Management
- Don Boynton, APR, Lead, Accreditation Maintenance
- Daniel Granger, ARP, Fellow CPRS, Lead, Program Delivery
- Beatrice Pepper, ARP, Board Appointment
- Rod Stanley, APR, Board Appointment
- Richard Sparkes, APR, Fellow CPRS, Member, Volunteer Task Force

Scott Bonikowsky, APR and TAG Watson, APR will complete their terms on Council this year, and we have received the resignation of Robin Alford, APR, Fellow CPRS. We will miss their participation and sincerely thank them for their

significant contribution to the Society's accreditation program.

As a result of a recruitment and selection process, Sarah Jones, APR and Beverlee Loat, APR will be joining Council to replace members who have completed their terms. Barbara Pollock, APR, Fellow CPRS has been appointed to serve the remainder of Robin Alford's term.

REGIONAL EXAMINERS

There are five regional examiners who steward the examination process within their respective regions, coordinating the written and oral exams, and the grading teams. Their work is integral to the program.

- Francine Gaudet, APR (B.C.)
- Carolyn Rickey, APR (Alberta, Saskatchewan & Manitoba)
- David Magil, APR (Ontario)
- Jean-Pierre Trudel, ARP (Québec)
- Richard Sparkes, APR, Fellow CPRS (Atlantic Canada)

Robin Alford APR, Fellow CPRS has also resigned from his position as Regional Examiner, and again we thank him for his years of support. Carolyn Rickey, APR has been recruited as the new Regional Examiner.

ACCREDITATION CHAIRS

Local Society Accreditation Chairs shepherd candidates through the process, helping them to understand and prepare for it. The mentorship and support that these people provide is vital.

- Deirdre Campbell, APR (Vancouver Island)
- Penelope Noble, APR (Vancouver)
- Kevin E. Brown, APR (Northern Lights)
- Shirley Popadiuk, APR (Calgary)
- Mr. Bernie Poitras, APR (Edmonton)
- Michael Robin, APR (Saskatoon)
- Robert William Ellis, APR, Fellow CPRS (Regina)
- Carolyn Rickey, APR (Manitoba)
- Carleen Carroll, APR (Hamilton)
- George Patterson, APR (Toronto)
- Robyn Osgood, APR (Ottawa/Gatineau)
- Madame Nicole Beaulieu, ARP (Québec)
- Mary Somers, APR (Nova Scotia)
- Robert (Bob) Scott, APR, Fellow CPRS (New Brunswick)
- Marthe Boissonnault, APR (PEI)
- Richard Sparkes, APR, Fellow CPRS (NFLD)

EXAM DEVELOPMENT

The exam development team works with the Chief Examiner to develop the questions and answer

guidelines for the written and oral exams. Their expertise is invaluable.

- Carol Sutton, APR, Fellow CPRS, Team Lead (Vancouver)
- Lydia Boyko APR (Toronto)
- Lorelei Piotto APR (Calgary)
- David Rowney APR (Toronto)
- Deborah Skaey APR (Vancouver)
- Celia Sollows APR (Edmonton)
- TAG Watson APR (Toronto)

After two years of leading this team, we bid farewell and thanks to Carol Sutton, APR, Fellow CPRS as she passes the baton to Celia Sollows, APR from Edmonton.

GRADERS

Graders evaluate the work samples, and written and oral exams using guidelines and standards established by Council. Their contribution is key.

Corrinne Labossiere, APR, Elizabeth Price, APR; Neil Bousquet, APR; Lydia Boyko, APR; Nancy Rodrigues, APR; Kathy Malley, APR; Debra Folka, APR; Sam McBride, APR; Barb Mekelberg, APR; Fellow CPRS, Richard Sparkes, APR; Fellow CPRS, Bob Scott, APR; Fellow CPRS, Merle Emms, APR; David Magil, APR; Monique Vezina, APR; Denise Papaiz, APR; John B. Challinor II, APR; Katita Stark, APR; Fellow CPRS, Robin Alford, APR; Fellow CPRS, Terry Aseltine, APR; Fellow CPRS, Melanie Lee Lockhart, APR; Jim Wood, APR; Janice Robertson, APR; Bill Rees, APR; Honorary Fellow, Dianne George, APR; Ed Wright, APR; Linda Halliday, APR; Claudine Wilson, APR; Marjie Cohn Zacks, APR; Mary Barker, APR; Francine Gaudet, APR; Wayne

Hartrick, APR; Nancy MacLeod, APR; Cindy Bickerton, APR; Susan McDougal, APR; Penny Noble, APR; Lorie Chortyk, APR; Lindsay Perceval, APR; Deborah Skaey, APR; Yves St-Amand, ARP, Fellow SCRP, Guy Litalien, ARP, Jean-Pierre Trudel, ARP, Silvie Letendre, APR

NATIONAL OFFICE

Staff in the National Office, particularly Executive Director Karen Dalton, APR and Larisa Rubenis, are the bond that holds the program together and provide a much-needed interface with candidates. The support they provide to Council and all of the program's volunteers and candidates is huge and most appreciated.

OTHER

Other people in our Society contribute to the betterment of accreditation from time-to-time. This year we give special thanks to Lin Perceval, APR for her work on the new scoring guidelines and marking sheets, and the new project overview application procedure. Lin is a long-time accreditation volunteer who was called back into service for this project.

CONCLUSION

My most sincere thanks to all of the people involved in supporting CPRS' accreditation program. Your contributions are immeasurable. It has been my pleasure to serve as the presiding officer of this program, and I look forward to continuing our efforts to enhance the efficiency and effectiveness of the program and the credibility of the APR designation.

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.

This year we received 90 entries in 10 categories. As a reflection of the level of quality and professionalism of the submissions received, the judging teams have named 39 winners that will result in Excellence and Merit awards and Honorable Mentions being presented in June.

In order to ensure professional assessment of the submissions received, nine judging

coordinators were 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 held conference calls with coordinators leading up to the judging itself. Issues covered included criteria for submissions, scoring sheets, 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 recipients. Together with the Executive Committee, it was our pleasure to select recipients for the CPRS Major Awards.

We want to acknowledge the commitment and dedication of the judging coordinators.

Mary Barker, APR, (Nova Scotia)
Béatrice Pepper, ARP, (Montreal)
Pierre Pontbriand, APR, (Ottawa/Gatineau)
Guy Litalien, ARP (Ottawa/Gatineau)
David Rowney, APR, (Toronto)
Ginny Jones, APR, (Hamilton)
Adele Stevens-Beeston, (Winnipeg)
Don LaBelle, APR, Fellow CPRS, (Edmonton)
Anita Wasiuta, APR, (Victoria).

Judging Coordinators have also ensured that their teams provide constructive and detailed feedback for each submission they assess. Comments also touch on how the presentations were made and whether they have met all required criteria. The judges for this year were:

Larissa Fenn, APR; Nancy Hutton, APR; Al Lutchin, APR; Chantal Deleuil, Peter McCarthy, APR; Marlène Casciaro, Diane Begin-Croft, Mike Kluttig, APR; Tara Steigenberger, Maggie Kerr-Southin, APR; Susan Postma, APR; Adrienne

Hollierhoek, Vanessa Greebe, Sherry Sheffman, Marylou Wakefield, Lisa Baergen, APR; Debra Little, Heather Leary, APR; Antoine Landry, ARP, Jacques Thivierge, ARP, Mathieu Sauv , ARP; Fellow SCR , Danielle C t , Carl Martin, Robin Alford, APR; Fellow CPRS, Carolyn Rickey, APR; Brian Garagan, APR; Lesley Spencer, APR; H. Fellow CPRS, John Wildgust, Daniel Torchia, APR; Tim Dunne, APR; Tom Peck, APR; Merle Emms, APR; Len Canfield, APR; Robyn Quinn, APR.

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 from 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 Lina Baltakys in the National Office.

Nominating Committee Report

By Lisa Rushka APR, Chair

The mission of the CPRS Nominating Committee is to present the CPRS membership with the best candidates available for the CPRS National Board, including recruitment, evaluation and recommendation of candidates. The Nominating Committee is to be made up of representatives from each of the six regions. Members of the 2006 Nominating Committee are:

- Lisa Rushka, APR, Chair (Alberta)
- Christina Winsor (Atlantic Canada)
- Daniel Granger, ARP, Fellow SCR  (Qu bec)
- John Muldoon, APR, Fellow CPRS, (Ontario)
- Malcolm French, APR (Prairies)
- Deborah Folka, APR (British Columbia).

The Committee is pleased to present the following six candidates to stand for election to four vacant positions, each with a three-year term on the Board of Directors:

- Ange Frymire, APR (Victoria, BC)
- Sean Kelly, APR (St. John's, NL)
- Colleen Killingsworth, APR (Calgary, AB)
- Blair Peberdy APR (Toronto, ON)
- B atrice Pepper, ARP (Montr al, QC)
- Rod Stanley, APR (Charlottetown, PEI).

National Conference Report

By Kimberlee Lambe, Chair

I can't think of a better way to spend three days of professional development than with friends and colleagues from across the country, with Niagara Falls – one of the Natural Wonders of the World – as the back drop.

That, along with a Conference program that will be dynamic and thought-provoking with keynote speakers that include Stephen Lewis, Joel Bakan, Chantal Hébert, Dr. Larissa Grunig, and Colin Farrington, proves that the Conference Committee's two years of hard work and dedication to the event have truly paid off.

Niagara Falls is located along one of the most travelled parts of the Canada-United States border. However, this year's theme, Beyond Borders, delves deeper than geography. We have a responsibility, as public relations practitioners, to reach beyond the borders of our organization, our locations, our peers and our immediate stakeholders to provide the best counsel and to use our expertise to shape our world.

Of course, there's more to the 2006 CPRS National Conference and Annual General Meeting than just professional development opportunities. Along with this year's dynamic line up of keynote speakers and workshops are social events that have been hand-picked to provide a unique and fun-filled experience for everyone – including a Journey behind the Falls, and an evening spent at the Oh Canada, eh? dinner theatre.

I would once again like to express my deep gratitude to our generous sponsors – especially our major sponsors CNW Group, CCNMatthews, and Canadian Press – without whom, there would be no Conference. We truly appreciate your ongoing commitment to, and support of, our organization.

It's been a long two years and much hard work bringing this Conference to fruition. I can attest that the entire Conference Committee is glad the 'time has finally come' and I hope you will agree that this is one CPRS National Conference you won't soon forget.

Public Relations and Communications Report

By John Wildgust APR, Presiding Officer

PR CAMPAIGNS

The Public Relations and Communications Committee contributed to the development of a communications plan, including key messages, and reviewed of a number of CPRS documents during the year.

Members were pleased to see the National Office implement a committee recommendation to make available on the CPRS website articles about the profession and links to articles from local Societies. (Vancouver CPRS in particular was the subject of a *Vancouver Province* report on mentoring and Calgary CPRS received coverage for a program on speed networking in the *Calgary Herald*.)

INTERNAL COMMUNICATIONS

The committee, in conjunction with National Office, wrote and edited a number of articles on CPRS initiatives for CPRS Member Society newsletters across the country.

The committee also reviewed the creative brief for promotion of the APR designation.

CPRS KEY MESSAGES

- The CPRS is the professional association of choice for Canadian public relations practitioners
- The CPRS promotes the professional stature of public relations
- The CPRS is the watchdog for the practice of public relations and its code of ethics
- The CPRS is well managed, well governed, financially sound and continually improving service to its membership
- The CPRS nurtures its young practitioners, enhances its mid-career practitioners and honours its veterans
- The CPRS advances the practice of public relations by providing advanced tools and facilitates the sharing of expertise
- The CPRS advances the professional through its APR program and relevant professional development

- The CPRS advances the Society by catering to and answering its membership's needs, by sharing resources and through sound, democratic, self-government
- Public relations enhances Canadian democracy
- Public relations is a strategic, management function
- Public relations is a proactive, positive, team-based, holistic multi-discipline
- Public relations is the glue that keeps modern organizations together
- CPRS aims to be the professional association of choice for Canadian Public Relations and communications professionals.
- CPRS champions best practices, promotes understanding of the value of effective communication, provides value to its members and is dedicated to their development.
- CPRS members work in both the private and public sectors, in not-for-profit and community-based organizations.
- CPRS Members of adhere to a Code of Professional Standards.
- CPRS is a member of the Global Alliance, which boasts more than 63 member countries around the world working to advance the profession of public relations around the world, hence their motto "One profession– One Voice".
- CPRS provides its members across Canada with professional development programs and activities, the accreditation program which

evaluates a members depth and breadth of knowledge of the profession, the CPRS National Awards of Excellence program, a National Resource Library, the College of Fellows program, a National Public Relations Conference and access to a members only section on the www.cprs.ca site. Part of the value of belonging to a national professional association is being a part of a network of public relations practitioners across Canada.

- CPRS has 16 local Member Societies across Canada that are governed by local Boards of Directors.

Marketing and Communications Committee members are:

- John Wildgust (Chair), (Toronto)
- Adele Stevens-Beeston, (Winnipeg)
- TAG Watson, APR, (Toronto)
- Peter Spurway, (Halifax)
- Shawn Hall, (Vancouver)
- Sharon Hawrelak, (Edmonton)
- Ian Ross, (Toronto)
- Josef Jurkovic, (Ottawa)
- Chantal Pouliot, (Québec)
- Mark Hunter LaVigne, APR, (Toronto).

We are looking forward to doing more in this next fiscal year with this vibrant group of public relations professionals.

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 VII: National Councils and Committees - Section 4

The Board (motion 05:26) proposes to amend Article VII, Section 4 to allow for a member of the Board to serve as the Chair of the Audit and Investment Committee. Board members are not normally permitted to serve as the Chair of a Committee but due to the unique nature of the Audit and Investment Committee's mandate this is deemed to be appropriate.

Proposed Amendment

Section 4.

Councils, Committees and Task Forces shall have the power to establish terms of reference and administer and manage their programs, subject to Regulations adopted by the Board. The Board shall have the responsibility of ensuring that each Council, Committee and Task Force establishes and meets its stated goals and objectives and that such goals and objectives are consistent with the National Society's overall strategic plan. The Board shall also have the responsibility of facilitating communication between the Councils, Committees and Task Forces and shall ensure that the Councils, Committees and Task Forces operate in a fiscally responsible manner. Directors shall be entitled to participate as members of any Council, Committee or Task Force but may not serve as chair or co-chair thereof with the exception of the Audit and Investment Committee.

RESOLUTION 2:

Amendment to Article XIV: Member Societies - Section 1

The Board (motion 05:69) proposes that Article XIV, Section 1 be changed to permit Member Societies to be defined in the Regulations (Part III Section 4).

Proposed Amendment

Section 1.

The National Society shall include ~~following~~ the Member Societies that are specified in the Regulations:

[List of Member Societies omitted]

RESOLUTION 3:

Amendment to Article VIII: Meetings - Section 4

The Board (motion 05:70) proposes that Article VIII, Section 4 be amended to reflect recent changes to Regulations clarifying that proxy holders may not cast a ballot in an election of directors. Members who cannot participate in an AGM must forward their election of Directors ballot to the National Office in advance of the meeting where a Board election is to take place.

Proposed Amendment

Section 4.

Proxies

1. Except with respect to the election of directors, ~~a~~Any voting member may be represented by proxy at Annual or Special General Meetings of the National Society by another Member, provided such proxy shall be in writing on the form provided by the President or a facsimile thereof. Voting Members shall be provided with the proxy form thirty (30) days in before Annual or Special General Meetings.

College of Fellows Report

By Luc Beauregard APR, Fellow CPRS, Presiding Officer

The CPRS' College of Fellows Review Committee recommended to the Board of Directors that six members be admitted to the College of Fellows in 2006.

The names of the new Fellows will be officially announced at the National Conference in Niagara Falls, June 11-13, 2006. This year's appointments bring the total number of Fellows to 38. There are also 22 Honorary Fellows.

College of Fellows nominations for 2007 will be accepted up to February 28th, 2007. 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 + Public Relations Foundation, the College of Fellows co-developed the initial Jack Yocom Public Relations Profile Collection. The collection includes profiles of the pioneers of our profession and traces the history and evolution of public relations in Canada.

The project initially was made possible through individual donations by members of the College of Fellows and support from NATIONAL Public Relations. CNW Group has now become the prime sponsor of the Collection, which will be available on the CPRS website, and in limited number of

hard copies. The Collection will be expanded annually with the inclusion of a limited number of leading national practitioners who have demonstrated professional leadership, support for CPRS, and community support in some meaningful way.

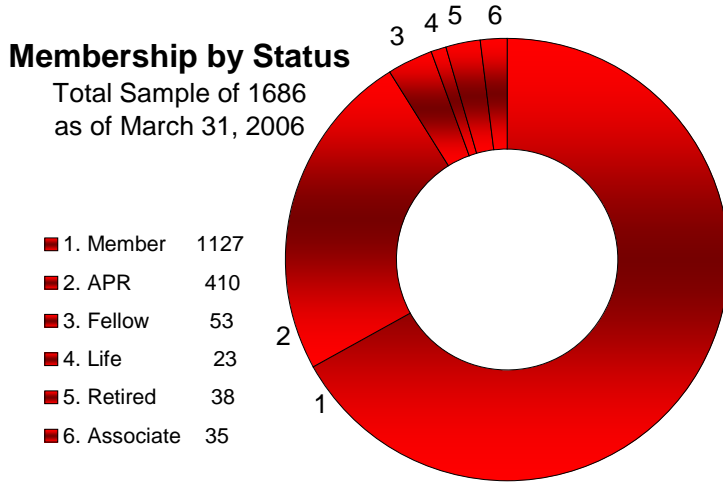
The College of Fellows is proud to have spearheaded in concert with the Communications + Public Relations Foundation this important Collection, which captures the Canadian history of the practice of public relations.

Patricia Parsons, APR, Fellow CPRS lead an initiative in October to develop a voluntary Speaker's Service to more fully utilize the rich and varied experience and expertise of Fellows who chose to participate to provide a more targeted, controlled, proactive opportunity to advance the state of our industry among business and government leaders outside the public relations and corporate communications field. Following a very positive response to a survey in January, the College recommended that the Board endorse the Speaker's Service and that a steering committee be struck.

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.

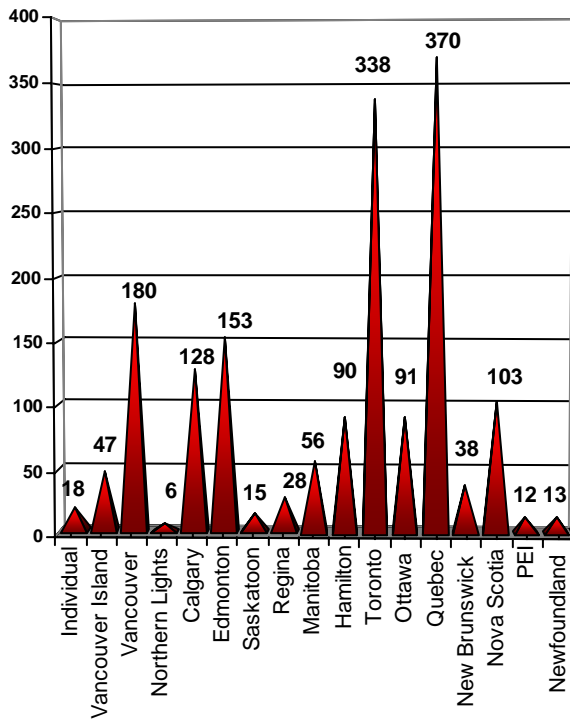
Membership Recruitment and Retention Report

By Richard Truscott, Presiding Officer



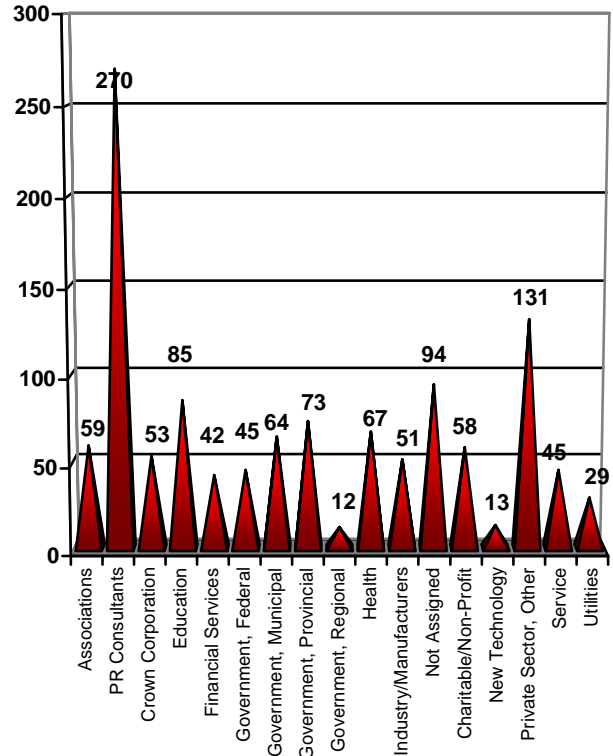
Membership by Society

Total Sample of 1686 as of March 31, 2006



Membership by Category

Total Sample 1686 as of March 31, 2006



Professional Development Committee Report

By Christina Winsor, Acting Presiding Officer

It has been a year of growth and development for the CPRS National Professional Development Committee. Over the past year, one of the key national initiatives was the formalization of the mini-conference concept and associated guidelines. The mini-conference leverages the National Board meetings held across the country and offers the Board's professional knowledge to local societies

It is also important to recognize that last June, the Calgary Society hosted an extremely successful National Conference. The event was a success both from a professional development and networking perspective.

Aside from the Society's annual National Conference, the Society's second mini-conference was held in St. John's, Newfoundland - the pilot mini-conference was held in February 2005 in Victoria B.C. The Newfoundland mini-conference was attended by more than 60 practitioners and proved that the mini-conference format was firmly established as an effective formula to bring national professional development opportunities to local societies. Already the Québec Member Society (SRQ) has expressed interest in hosting a mini-conference this coming fall and Winnipeg has plans underway to host a mini-conference in February 2007.

For Member Societies interested in hosting a mini-conference in the future, guidelines are available through the National Office and the national website.

Aside from formalizing the mini-conference, the Professional Development Committee invited all Member Society PD chairs to participate in a teleconference to discuss Professional

Development needs/activities. The Committee reviewed and documented PD activities at a local and national level. The committee also explored opportunities for future teleseminar/ webinar partnerships with the Public Relations Society of America.

A CPRS Speakers Network was proposed to the Board and plans are underway to establish a two year pilot project which aims to offer a range of registered speakers to local Member Societies and National Conference planning committees.

The Speakers Network will capitalize on the business travel of CPRS members and will provide opportunities for Member Societies to work directly with speakers who match their professional development needs. Watch for further announcements on this exciting project.

The PD committee also plans to continue liaising with the National Board, College of Fellows and Global Alliance to strengthen national PD programs.

The National Professional Development Committee has also been focusing on strengthening Committee membership through cross-country volunteer recruitment. Currently the committee has five members representing Societies from coast to coast.

The Professional Development Committee members are:

- Christina Winsor (Chair) (New Brunswick)
- Kevin Brown, APR (Northern Lights)
- Andy Donovan (Toronto)
- Rod Stanley, APR (PEI)
- Anita Wasuita, APR (Vancouver Island)

Judicial & Ethics Committee Report

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

I am happy to report that the National Judicial and Ethics Committee did not have to become involved in any unethical or judicial behaviour by members of CPRS.

There were two or three queries made by Member Societies of possible unethical issues but they were resolved at the local Society level and were not officially referred to the National Committee.

As members are aware, each year during the renewal period you pledge to uphold the spirit of the CPRS Code of Professional Standards. The

Code states that members are to report any breaches of the Code by fellow members so that either the local Member Society or National Society may rule on unethical behaviour by its members in order to retain the integrity of the Society.

The Code of Professional Standards is contained in the annual directory of members and on the CPRS national website. Members should review the Standards from time to time in order to ensure that ethical issues do not arise.



global alliance

Global Alliance Report

By Jean Valin APR, Fellow CPRS, Presiding Officer of GA activities for CPRS and Past Chair of the Global Alliance

“ONE PROFESSION-ONE VOICE”.

Turning this long-term objective to concrete actions is more apparent with every year as the Global Alliance (GA) continues to grow. Our collective efforts in this global collaboration have already accomplished much.

Currently, 63 national and non-national public relations associations representing more than 160,000 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 AND ALL OTHER GA MEMBERS

In March we offered the first of a series of four FREE global professional development web/tele-seminars to be offered in 2006. The first topic was a discussion on global public relations theory and practice and featured speakers from around the world.

In March, we also finalized a first global survey to measure the extent and reach of the profession. This will be the first time that common data is

collected in all countries to allow for analysis on a global scale.

- The Global Alliance has organized a panel of speakers at the Niagara conference addressing the question of whether world or not PR is practiced the same way around the.
- The Global Alliance website, <http://www.globalpr.org>, contains the latest research reports and articles of interest to professionals. We also have added more *PR Landscapes*, a series of profiles describing how PR is practiced around the world.
- An ethics consultation service ‘*Ask the experts*’ is available 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 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. You can sign up to receive it directly. <http://www.globalpr.org/news/newsletter.asp>

The following is an update on the work that the GA is doing on behalf of all member organizations:

- 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_strategic05-08.ppt
- A first world standard – a protocol for codes of ethics – was adopted and is being ratified by all members by December 2006. We are now exploring standards in accreditation, curriculum and body of knowledge.

Several invitations to host GA meetings have been received. India hosted the executive/regional council in December 2005 in New Delhi; South Africa will host the AGM in 2007. All meetings take place in conjunction with major conferences organized by host associations.

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, which is the ultimate outcome of the GA efforts.

Moreover, as a result of our contacts with other public relations associations, CPRS has negotiated reciprocity agreements allowing for portability of membership status to 10 countries that have met our conditions.

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.

Task Force on Government Relations Report

By Luc Beauregard APR, Fellow CPRS, Presiding Officer

The need for meaningful and effective federal government procurement policies and procedures has been a long standing concern and frustration of the public relations consulting industry.

Consistently, public relations consultants have expressed a genuine desire for a procurement process that is standardized, transparent, rigorous and ultimately, more fair to government, members of the industry and Canadian taxpayers.

Over the years I have sought opportunities to advocate change at the federal level. Recently, I was asked to lead a CPRS task force to formalize my efforts to advance attention and action on this important issue.

The dominant goal of the task force is to have the federal government better structure the procurement of services from public relations firms. Among its key recommendations are that RFP's for public relations services be distinct and separate from those of advertising services and

that one, central authority monitor, coordinate and supervise the procurement of public relations services by all federal government departments and agencies, and maintain ongoing relations with the public relations consulting industry.

I would like to thank Bruce MacLellan, APR, Fellow CPRS; Pat McNamara APR, Fellow CPRS; Edward Gould; Joe Thornley, and Karen Dalton, APR who contributed to the development of the task force submission. The document has been sent to the Honourable Michael Fortier, Minister of Public Works and Government Services Canada and requests a meeting with him to discuss our recommendations and expresses our willingness to further cooperate.

The task force submission is now posted on the CPRS website. I look forward to keeping you posted on our progress.

Treasurer's Report

By Blair Peberdy APR, Vice President/Treasurer

Financial results for the year ending March 31st 2006 were very positive. A further \$25,000 was added to the Society's Emergency Reserve Fund, which now stands at \$85,000. To mitigate future financial challenges, in 2004 the Board determined that the Society's Emergency Reserve Fund should be in the range of \$150,000; enough to cover about four months' operating expenses. To reach this target, a further \$25,000 will be set aside each year for the next three years. The Board is committed to reaching this target.

In addition, the new Strategic Initiatives Fund was established to accumulate financial resources that will enhance existing member services and help to establish new ones. A formula was created that would guide the current and future Boards to focus on building the Fund. Specifically, each year, any surplus (profit) will be placed in the Strategic Initiatives Fund and 50% of the funds contained in the account will be applied to supporting member services in the following year. This way, we will have a "rainy day" fund that will enable future Boards to have the option to continue investing in programs even if revenues are down in a given year.

I am happy to report that the March 31st 2006 surplus of \$48,643 has been placed into the Strategic Initiatives Fund and 50% of that figure will be applied to member services in the fiscal year which began on April 1st 2006. This investment is reflected in the 2006-07 budget contained in this annual report and has enabled the Board to undertake several valuable new member service initiatives.

In order for the Strategic Initiatives Fund to grow we must ensure that comparable surpluses are achieved each year. Apart from Membership Fees, the Society's main sources of revenues are the National Conference and Associate Member sponsorships of National Society activities. We appreciate the Associates' tremendous support for CPRS and their confidence in the Board of Directors to maintain a valuable and vibrant Society. The National Office staff has done a terrific job in cost containment and selling sponsorships, but we must also continue to ensure financially successful National Conferences. In this regard, the 2005 Calgary Conference committee is to be congratulated for producing a first-class event and one that also contributed significantly to the financial health of the Society.

The Management fees, which are allocated as a National Office expense, represent the total amounts paid to Philip Boyd & Associates Inc. to administer all services and benefits provided by the Society during the year. Specifically, all services provided by the company related to the fiscal and volunteer management of the Society and its various activities, including provision of membership services and renewals, involvement with the planning and administration of the Board meetings, Council meetings and Committee and Task Force meetings and the administration of all programs offered by the Society including National Awards, Accreditation, National Conference, Governance, Education.

CANADIAN PUBLIC RELATIONS SOCIETY – PROPOSED BUDGET

REVENUES:	2006/2007
Membership Fees	\$ 341,482
Publications	24,408
Awards of Excellence	20,000
Accreditation	11,400
College of Fellows	300
Investment Interest	2,100
Professional Development	5,484
Sponsorships	33,000
National Conference Contribution	34,212
Strategic Initiatives Fund Allocation	24,321
TOTAL REVENUES	\$ 496,707
EXPENSES:	
National Office:	
Management Fees	235,296
Bank & Credit Card Charges	7,764
Accounting Fees	7,284
Insurance Policies	4,776
Office Expenses	44,368
Travel Expenses	1,920
Membership Services:	
Accreditation Program	21,400
Awards of Excellence	11,000
Committees, Councils & Task Forces	20,721
Communications Vehicles	35,788
College of Fellows	2,100
Membership Documentation	13,560
Professional Development	4,248
Governance:	
Board of Directors, Executive and Audit Committee meetings	44,240
Annual General Meeting	5,664
Legal Fees	3,600
Emergency Reserve Fund	25,000
Contingency (1.5% of revenue)	7,461
TOTAL EXPENSES	\$ 496,190
Net Profit / (Loss) for the Period	\$ 517

The Canadian Public Relations Society, Inc. 2005 – 2006

NATIONAL EXECUTIVE COMMITTEE

President: Colleen Killingsworth APR
Vice President/Secretary: Rod Stanley APR
Vice President/Treasurer: Blair Peberdy APR

NATIONAL BOARD OF DIRECTORS

Kevin Boothroyd
Lucie-Anne Fabien, ARP
Dr. Terry Flynn, APR
Mark LaVigne, APR
Béatrice Pepper, ARP
Derrick Pieters, APR, Fellow CPRS
Peter Spurway
Adele Stevens
Anita Wasiuta, APR

COUNCIL ON ACCREDITATION

Presiding Officer: Sharlene Smith, APR, Fellow CPRS
Deputy Presiding Officer (Appeals):
TAG Watson, APR
Deputy Presiding Officer (Eligibility):
Grace Diffey, APR
Chief Examiner: Pierrette Leonard, APR
Members: Robin Alford, APR, Fellow CPRS;
Scott Bonikowsky, APR; Don Boynton, APR;
Daniel Granger, APR, Fellow SCRIP; Richard Sparkes, APR, Fellow CPRS.
Board appointees: Béatrice Pepper, ARP; Rod Stanley, APR

COMMITTEES

Awards:
Guy Litalien, ARP and Pierre Pontbriand, APR,
Presiding Officers
By-laws and Regulations:
Malcolm French, APR, Presiding Officer
College of Fellows:
Luc Beauregard APR, Fellow CPRS, Presiding
Officer
Education:
Dr. Terry Flynn, APR and Janice Robertson APR,
Presiding Officers
Global Alliance:
Jean Valin, APR, Fellow CPRS, Presiding Officer

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

Marketing and Communications: John Wildgust, APR

Membership Recruitment & Retention:
Richard Trustcott, Presiding Officer

Nominating Committee:

Lisa Rushka, 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/Gatineau
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: Larisa Rubenis

Website Manager: Denis Grey

Awards: Lina Baltakys

Accounting Services Manager: Valerie E. Boyd

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