

# Annual Report 2007



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 14, 2007, 3:00 p.m. to 5:00 p.m., at the Sutton Place Hotel, Edmonton, Alberta for the following purposes:

- A. To approve the Minutes of the 2006 Annual General Meeting;
- B. To approve audited financial statements for the year ending March 31, 2007;
- C. To appoint auditors for 2007-2008;
- 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 11, 2006, held in Niagara Falls, Ontario
5. President's remarks
6. Treasurer's Report/Auditors' Report
7. Appointment of the 2007-2008 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

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## GOVERNANCE AND MANAGEMENT OVERVIEW

As the end of my second term draws to a close and I reflect on what we have accomplished as an organization, I am pleased with the advances we have made and the direction the society is taking. I am also proud to have been part of a transitional time for the organization and have confidence that the new governance structure will continue to allow for growth and advancement of our strategic goals and objectives.

Last year I reported that CPRS is financially sound, well managed, well governed and on the move. I'm happy to be able to repeat myself again this year.

In our second year under the new governance structure we began to see momentum develop in the implementation of our rolling three-year strategic plan. 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 the past year. It takes the time and energy of many dedicated volunteers to advance our profession and society and I would like to acknowledge the volunteer contributions to CPRS during the past year.

Some of the highlights from the past year include establishing the National Council on Education, the launch of the Media Relations Rating Points™ system, the Jack Yocom Profile Collection and the College of Fellows Speaker Service. The Government Relations Task Force also worked diligently to gain recognition for public relations as a stand alone profession, separate from advertising under the federal procurement process. All of these initiatives were developed and launched with the objective of advancing the profession.

We also undertook a number of initiatives to advance the professional, including continued improvements to the accreditation program, the launch of the mini-conference initiative and the Professional Development Committee's Speaker Service. I'm pleased to report as well that we continued to strengthen our relationship with the Public Relations Society of America which has provided a number of additional professional development opportunities for our members, including discounts on PRSA conferences and

special section webinars and teleseminars. We have also continued our partnership with the Canadian Institute which provides our members with a discount on CI communications focused programming.

The CPRS National Conference continues to be a focal point of our year, and I would like to acknowledge the Niagara Conference Committee for their successful and professionally stimulating conference. I would also like to acknowledge the Edmonton Conference Committee for their efforts in planning what should be another successful and thought provoking conference. The success of these conferences results in the National Society's ability to reinvest in member programming and initiatives.

I am pleased to note that we currently have 491 Accredited members, 37 Fellows and 21 Honorary Fellows.

Our efforts to advance the Society resulted in the launch of a discounted errors and omissions insurance program for members. The feedback we have received to date has been extremely positive. Over the past year, we have continued to work on improving organizational operations and effectiveness, conducted a third-party membership survey, adopted privacy, confidentiality and conflict of interest policies and established an online communications code of conduct. The results of the membership survey and new online communications policy will be presented to members during our Annual General Meeting.

The driver behind all of the activity undertaken over this past year to advance the profession, advance the professional and advance the Society is the fact that the Society is financially sound. This past year marks the fourth year we have focused on achieving financial stability for the Society. As I noted earlier, this is thanks to the continued financial success of our National Conferences and our strengthened financial management philosophy which has allowed us to consistently increase our investment in member services and programs.

## NATIONAL BOARD AND NATIONAL OFFICE

Over the past year, the 12-member elected CPRS National Board met on a monthly basis via conference call and/or face-to-face meetings. To leverage our face-to-face meetings, the Board and

National Office worked closely with SQPRP in September to host a keynote luncheon session, followed by a half-day Mini-Conference to profile CPRS programs. A joint Board Meeting was also held between the local SQPRP Board and the National Board which provided the opportunity for both Boards to share best practices and highlight initiatives undertaken to advance the professional at both the local and national levels.

In February, CPRS Manitoba hosted a successful day-long mini-conference in conjunction with the National Board's meeting in Winnipeg. A joint board meeting and dinner was also scheduled to provide both boards the opportunity to highlight their individual activities and learn more about initiatives underway at both the local and national levels.

In addition to the above-mentioned events, over the past year I also had the opportunity to attend events hosted by CPRS Calgary, CPRS Toronto and CPRS Ottawa, as well as the PRSA Assembly. I would like to thank the leadership and membership of the local societies for the hospitality extended to me.

## **ACKNOWLEDGEMENTS**

I would like to thank our members who participated in a number of surveys conducted over the past year to help the National Board and leadership understand your priorities and perceptions of CPRS and what you value in your membership.

I would also like to thank the great number of volunteers who contribute their time and energy at both a local and national level. Without your interest in and dedication to your national professional association, we would not exist.

## **Treasurer's Report**

By Blair Peberdy APR, Vice President/Treasurer

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Financial results for the year ending March 31 2007 were on plan. A further \$25,000 was added to the Society's Emergency Reserve Fund, which now stands at \$110,000. 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, additional monies will be set aside annually. The Board is committed to reaching this target. In addition, the new Strategic Initiatives Fund established last year to ensure that financial resources are available to

To the National Executive Committee – Blair Peberdy APR and Mark LaVigne APR, I would like to thank you for your friendship, support and humour that you've provided me over the past year. I have so enjoyed working with you both.

I would also like to thank the members of the National Board for their commitment, thoughtful input and contributions to our meetings and the society as a whole. It has been a pleasure presiding over our meetings and watching the relationships and respect for each other grow over the past two years.

And finally I would like to thank the National Office for pulling us all together and keeping the National Society and its many moving parts on track. The tireless efforts and dedication of Karen Dalton APR, Phil Boyd, Larisa Rubenis, Elizabeth Tang, Valerie Boyd, Wendy Browne and Angela Abromaitis have enabled us to make great strides in achieving our goals and objectives over the past year. I would also like to thank them for their friendship and support, and for believing in our national association.

I am proud to have had the opportunity to serve as your National President for a second year, and to have been part of the collective accomplishments. CPRS is on the move. I encourage all of you to step up, volunteer and become part of the leadership of your national professional association.



enhance existing member services is proving to be effective. A formula focuses the Board on building the Fund. Specifically, each year, any surplus (profit) is placed in the Strategic Initiatives Fund and 50% of the funds contained in the account are applied to supporting member services in the following year.

I am happy to report that the March 31st 2007 surplus of \$43,514 has been added to the \$24,321 existing balance in the Strategic Initiatives Fund and 50% of the total, which is \$66,460, will be applied to member services in the fiscal year which began on April 1st 2007. This investment is

reflected in the 2007-08 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 sponsorships of National Society activities. We appreciate the tremendous support of our sponsors and their confidence in the Board of Directors to maintain a valuable and vibrant Society. The National Office staff has, once again, been effective in containing costs and attracting sponsorships, but we must also continue to ensure financially successful National Conferences. In this regard, the 2006 Niagara 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.

Considering our steadily improving financial situation, the Board of Directors has decided to allocate \$15,000 to the reserve fund, rather than the \$25,000 that has been allocated for the past several years. This has allowed the Board to increase the investment in members' services,

## **National Office Report**

By Karen Dalton APR, Executive Director

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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, and administrative support 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

with particular attention being paid to the National website. Total investment in member services will be \$142,310 in the current fiscal year, which is 49% (\$46,921) higher than the amount invested in fiscal 2006; the year in which the new Strategic Initiatives Fund was created. This performance is testament to the sound fiscal management of your 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, and Education.

certificates. In addition, we 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 2007 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 92 Awards of Excellence entries in 10 categories by the March 26th 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 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 2006 Membership Directory was prepared, printed and mailed to 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 six 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 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 continue to develop and enhance relationships with suppliers to the public relations sector. During the fiscal year 2006-2007 we raised \$145,018 in sponsorship revenue for the 2006 National Conference in Niagara Falls 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 Local 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 Edmonton 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

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Accreditation is a program that is designed to assure professional competence, establish standards for professional practice, increase recognition of the profession and influence its future direction. The purpose of the National Council on Accreditation is to develop, implement and maintain the Society's accreditation program. 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 2006/07.

## ACCREDITATION EXAMINATION RESULTS

In the year past, 30 members registered to go through the accreditation program. Of those, 27 progressed to the written and oral exam phase. Of the 27, 23 candidates passed both exams for an 85% pass rate, compared to last year's pass rate of 73%.

Of the successful candidates, the highest mark overall was achieved by Jeff Lake of Toronto. Top marks for the individual components went to: Lin Moody of Ottawa-Gatineau and Vincent Power of Toronto for the work sample, Cindy Goldberg of Ottawa-Gatineau for the written exam, and Jeff Lake and Brenda Sweeney of Hamilton for the oral exam. Congratulations to all the new 2006 APRs for achieving this milestone in their career.

Sophie Allard, APR (Québec)  
Cindy Bayers, APR (Nova Scotia)  
Andrew Berthoff, APR (Toronto)  
Michele Comeau Thompson, APR (Vancouver)  
Robert Cooper, APR (Toronto)  
Danielle Côté, APR (Ottawa)  
Cindy Goldberg, APR (Ottawa)  
Marion Grau, APR (Vancouver Island)  
Susan Kirk, APR (Vancouver)  
Angela Koulyras, APR (Vancouver)  
Jeff Lake, APR (Toronto)  
Asifa Lalji, APR (Vancouver)  
Albert Lee, APR (Toronto)  
Lin Moody, APR (Ottawa)  
Captain John P. Murray, APR (Vancouver)  
Krys Potapczyk, APR (Toronto)  
Vincent Power, APR (Toronto)  
Heather Pullen, APR (Hamilton)  
Karla Sandwith, APR (Vancouver Island)  
Brenda Sweeney, APR (Hamilton)  
Mary Louise Wakefield, APR (Vancouver Island)  
Christina Winsor, APR (New Brunswick)  
Marie Zirk, APR (Vancouver Island)

For 2007, at the time of writing this report, 29 members have indicated their intention to participate in the accreditation exams.

## APPEALS

Throughout the examination process, procedures exist to allow candidates to have their work re-evaluated. In 2006/07, there were three appeals – down from seven the previous year. Of those, one was for a work sample that was successfully appealed; one person appealed the results of their written and oral exams and was successful in appealing their oral exam, and unsuccessful on the written exam appeal.

## MAINTENANCE

The accreditation maintenance program was designed to strengthen the value of the APR designation for the benefit of us as practitioners, our employers or clients, and the public at-large. As of mid-April, 136 members had maintained their accreditation. This represents 28% of the total 491 accredited members in the Society – a 4% increase over last year.

## PROGRAM DEVELOPMENT & ENHANCEMENT

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

- Increase understanding and recognition of APR.
- Ensure a smooth and efficient process exists for candidates.
- Support local mentoring of candidates.
- Link the work of Council with PR education and professional development.
- Remain vigilant on the rigour in the program.

To achieve these objectives, the following activities were implemented over the past year:

- The role of the National Office in the accreditation program and specifically in the grading process was increased, greatly improving the efficiency and effectiveness of program administration and support for the program's many volunteers.

- We implemented new marking 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.
- The pool of available and qualified graders was significantly increased to 77 members as a result of four workshops held across the country for new and existing graders and accreditation chairs.
- Accountability mechanisms were put in place to help monitor and adhere to examination process timelines, including a performance monitoring and reporting system.
- The use of electronic marking sheets was implemented to improve efficiency and effectiveness in the grading process.
- An accreditation grading toolkit was developed for graders and Regional Examiners to provide more guidance on marking, expectations etc.
- We had two conference calls with chapter accreditation chairs to share program changes, obtain their input and enhance information sharing.
- A repeat candidate satisfaction survey was done. The survey identifies the programs strengths, areas that we need to improve, and year-to-year changes.
- We conducted a similar satisfaction survey with volunteers within the accreditation program. The results of both these surveys as well as work done by National Office staff to track program participation and results over time were used to inform Council's work plan for the year and will continue to do so.
- Enhancements were made to the accreditation area of the CPRS website, largely reorganizing it to make it more user-friendly, and information more accessible.
- An automated accreditation maintenance system was developed to help accredited members track their points towards maintenance.
- To increase recognition of APR, an ad was placed in the *Globe and Mail* announcing this year's successful candidates, and a reception

is being held for all APRs at the National Conference in Edmonton.

- We are working with the PR & Communications Committee to pursue branding of APR/CPRS.
- We worked with the National Office & Board in developing the National Education Council and are pursuing linkages between PR education and accreditation.

## **ACKNOWLEDGEMENTS**

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

## **ACCREDITATION COUNCIL**

In addition to some of 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 (Ottawa-Gatineau)
- Grace Diffey, APR, Deputy Presiding Officer – Eligibility (Hamilton)
- Daniel Granger, APR, Fellow CPRS, Deputy Presiding Officer – Appeals (Québec)
- Don Boynton, APR, Lead, Accreditation Maintenance (Calgary)
- Sarah Jones, APR, Lead, Promotion & Marketing (Toronto)
- Beverlee Loat, APR, Lead, Volunteer Management (Edmonton)
- Béatrice Pepper, APR, Board Appointment (Québec)
- Barbara Pollock, APR, Fellow CPRS, Lead, Finance (Regina)
- Richard Sparkes, APR, Fellow CPRS, Lead, Accreditation Chair Liaison (Newfoundland)
- Anita Wasuita, APR, Board Appointment (Vancouver Island)

Pierrette Leonard, APR will complete her term as Chief Examiner on Council this year. We will miss her participation greatly and sincerely thank her for the significant contribution she's made to the Society's accreditation program. Joining Council as the new Chief Examiner is Susan Jamieson-McLarnon, APR (Vancouver).

## **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 (British Columbia)
- Carolyn Rickey, APR (Alberta, Saskatchewan & Manitoba)
- David Magil, APR (Ontario)
- Jean-Pierre Trudel, APR (Québec)
- Richard Sparkes, APR, Fellow CPRS (Atlantic Canada)

### **ACCREDITATION CHAIRS**

Local Society accreditation chairs shepherd candidates through the process, helping them to understand it 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)
- Del Simon, APR (Calgary)
- Bernie Poitras, APR (Edmonton)
- Michael Robin, APR (Saskatoon)
- Robert William Ellis, APR, Fellow CPRS (Regina)
- Terry Aseltine, APR, Fellow CPRS (Manitoba)
- Carleen Carroll, APR (Hamilton)
- Martin Waxman, APR (Toronto)
- Robyn Osgood, APR (Ottawa)
- André Valiquette, APR (Québec)
- Denise Corra, APR and Leonard Canfield, APR (Nova Scotia)
- Robert (Bob) Scott, APR, Fellow CPRS (New Brunswick)
- Sheri Ostridge, APR (PEI)
- Richard Sparkes, APR, Fellow CPRS (Newfoundland)

### **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.

- Celia Sollows APR, Team Lead (Edmonton)
- Lydia Boyko APR (Toronto)
- Elizabeth Hirst, APR, Fellow SCRCP (Québec)
- Barbara Mekelburg, APR, Fellow CPRS (Manitoba)
- Lin Perceval, APR (Vancouver)
- David Rowney APR (Toronto)
- Jean-Pierre Trudel, APR (Québec)

### **GRADERS**

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

Cindy Bickerton APR, Neil Bousquet APR, Don Boynton APR, Pauline Buck APR, Maureen Cameron APR, Doug Christensen APR, Deirdre Campbell APR, John B. Challinor II APR, Lorie Chortyk APR, Andrea Collins APR Fellow CPRS, Karen Cook Boas APR, Al Czarnecki APR, Dave Ealey APR, Jeff Domansky APR, Robert William Ellis APR Fellow CPRS, Veronica Feihl APR, Sara Feldman APR, Jean-Paul Galarneau APR, Dianne George APR, Alison Gillan APR, Helen Guest APR, Stephen Heckbert APR, Marilyn Jacobson APR, Susan Jamieson-McLarnon APR, Grant Kaiser APR, Antoine Landry APR Fellow SCRCP, Guy Litalien APR, Silvie Letendre APR, Greg MacDougall APR, Eileen MacIsaac APR, David Magil APR, Kathy Malley APR, David McAsey APR Honourary Fellow, Sam McBride APR, Lynn McGregor APR, Philip Mulder APR, Carol Panasiuk APR, Lin Perceval APR, France Poulin, APR, Bill Rees APR Honourary Fellow, David Rowney APR, Nancy Saul-Demers APR, Bob Scott APR Fellow CPRS, Judith Scrimger APR, Carla Shore APR, Mary Somers APR, Richard Sparkes APR Fellow CPRS, Lesley Spencer APR Honourary Fellow, Eileen Tobey APR Fellow CPRS, Deborah Trouten APR, Jean-Pierre Trudel APR, Geraldine Vance APR, Ed Wright APR.

### **NATIONAL OFFICE**

Staff in the National Office, particularly Larisa Rubenis and Executive Director Karen Dalton, APR provide the bond that hold the program together and the much-needed interface with candidates. They make a significant contribution to the program, and provide greatly appreciated support to Council and all of the program's volunteers.

### **CONCLUSION**

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

# By-laws and Regulations Committee Report

By Malcolm French APR, Presiding Officer

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

## RESOLUTION 1:

Amendment to Article VIII: Board Of Directors Meetings–Section 6

The Board (motion 06:42) proposes to amend Article VIII, Section 6, to allow for the Board to meet a minimum of ten (10) times per year instead of the current requirement of twelve (12) times per year.

# National Awards Committee Report

By Guy Litalien APR, and Pierre Pontbriand APR

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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 92 entries in 10 categories. As a reflection of the level of quality and professionalism of the submissions received, the judging teams have named 10 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, eight 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

## Section 6. Board Of Directors Meetings

Meetings of the Board shall be held at such place and at such time as designated in the notice calling the meeting. The Board shall meet a minimum of ten (10) times per year. Meetings of the Board shall be held in person, by telephone conference or other similar telecommunications method provided that all Directors of the Board agree and the method permits the Directors to hear each other. A Director participating in a meeting using such a method is deemed to be present at the meeting.

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, APR, (Québec)
- Pierre Pontbriand, APR, (Ottawa/Gatineau)
- Guy Litalien, APR (Québec)
- David Rowney, APR, (Toronto)
- Ginny Jones, APR, (Hamilton)
- Adele Stevens-Beeston, (Winnipeg)
- 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:

Len Canfield APR, Steve Jennex APR, Catherine Hebb APR, Tom Peck APR, Robin Alford APR, Fellow CPRS, Brian Garagan APR, Heather Leary APR, Marie Zirk APR, Susan Postma APR, Debra Little, Carla Higgins, Lesley Spencer APR, Honorary Fellow, John Wildgust, Daniel Torchia APR, Larissa Fenn APR, Nancy Hutton APR, Al Lutchin APR, Jean Pierre Trudel APR, Nicole Pelletier, APR, Philippe Roy APR, Antoine Landry, APR, Fellow SCRP Danielle Côté APR, Carl Martin.

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 the 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

## Nominating Committee Report

By Lisa Rushka APR, Chair

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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 made up of representatives from each of the six regions. Members of the 2007 Nominating Committee are:

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

## National Conference Report

By Tamara Magnan, Chair

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Are you ready to go Fast Forward? Because, the 2007 CPRS National Conference program is ready to take you there. Not just in the areas of technology and communications challenges, but also with other driving factors (and increasing responsibility for communicators) in the areas of human resource implications, the workforce changing demographic, and managing these issues on a worldwide stage where milliseconds count.

I would like to take this opportunity to welcome each of you to Edmonton, the 2007 Cultural Capital of Canada. The reason I have highlighted this point, is because throughout the conference, you will see and experience Edmonton's and Alberta's unique dynamics. Our networking events will not only be entertaining, but educational as well. You'll see for yourself why Edmonton has been honoured with this distinction.

I want to thank the Edmonton Society board of 2005-06 for allowing a core group of us to pursue this opportunity, and for having the faith that we

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 Elizabeth Tang in the National Office.

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

- Grace Diffey, APR (Hamilton)
- Terry Flynn, APR (Hamilton)
- Pierrette Leonard, APR (Ottawa)
- Christina Marshall, APR (Toronto)
- Sharon Rodenbush, (Regina)
- Robert Scott, APR, Fellow CPRS (New Brunswick)
- Adele Stevens (Manitoba)

could actually pull this off with 18 months notice. (Vancouver had originally bid for the 2007 conference, but moved their date to 2009 – do you think they're planning to do something with an Olympic theme? That's purely speculation on my part.) Each year, CPRS conferences seem to raise the bar. So, our conference committee has pulled together a spectacular professional development program and some fantastic networking opportunities.

Speaking on behalf of the conference committee, I want to express gratitude to our generous sponsors. Without their support, this annual conference would not be possible. So, thanks to CNW Group and all our sponsors for their continued support. Finally, I truly appreciate the cooperation and sponsorship of Edmonton Tourism and the City of Edmonton. Their support has allowed us to showcase Edmonton's Festival City and cultural diversity.

Again, welcome to Edmonton and enjoy the experience!

# Public Relations and Communications Report

By John Wildgust APR, Presiding Officer

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The Public Relations and Communications Committee members discussed the need for redesign of the Society's website. Committee members explored the potential for involvement of post secondary institutions in website development.

The committee monitored the CBC radio series Spin Cycles and determined there was no need for CPRS to react; a congratulatory letter was sent to the producer of the series on behalf of the Board.

## College of Fellows Report

By Luc Beauregard APR, Fellow CPRS, Presiding Officer

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The CPRS' College of Fellows Review Committee recommended to the Board of Directors that six members be admitted to the College of Fellows in 2007. Two honorary members were also recommended.

The names of the new Fellows will be officially announced at the National Conference in Edmonton, June 13-15, 2007. This year's appointments bring the total number of Fellows to 37. There are also 21 Honorary Fellows.

College of Fellows nominations for 2008 will be accepted up to February 29<sup>th</sup>, 2008. 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 helps with the development of the 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

The committee assisted in the preparation of communications materials, including a text for publication in a special issue of Marketing.

Members:

- Martin Waxman, APR (Toronto)
- Dan VanKeeken, . (Edmonton)
- Daniel Torchia, APR (Toronto)
- Lucie-Anne Fabien ., APR (Québec)
- Chantal Pouliot (Québec)
- Peter Spurway (Board liaison) (Nova Scotia)

Fellows and support from NATIONAL Public Relations. CNW Group is now the prime sponsor of the Collection, which is 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.

This is my last report as presiding officer of the College of Fellows. I was very proud to chair the Review Committee for the past six years, during which 44 members and 25 honorary members were admitted to the College of Fellows. I felt it was now time to move on in order to give other colleagues the opportunity of ensuring the ongoing development of the College.

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 while I was Presiding Officer.

# Membership Recruitment and Retention Report

By Richard Truscott, Presiding Officer

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The National Membership Recruitment and Retention Committee was re-formed late last spring and became fully operational in 2006/07. According to the CPRS National Regulations, the Membership Recruitment and Retention Committee is responsible for:

- The preparation of annual recruitment programs.
- Coordination of annual recruitment campaigns in concert with Member Societies.
- In consultation with Member Societies, the development and maintenance of a National Membership Retention Plan.

The work of the Committee is intended to support the strategic objectives of the national organization, coordinate with all other national committees, task forces, and councils, and assist the efforts of local Member Societies.

Each local Member Society was invited to designate a representative for the Committee. Currently, the other members of the Committee are:

- Danielle Côté.. APR (Ottawa/Gatineau)
- Sean Kelly.. APR (Newfoundland)
- Everett Martin, (Manitoba)
- Renée McCloskey.. APR (Northern Lights)
- John Muir, (Nova Scotia)
- Dana McKort, (Edmonton)
- Derrick Pieters.. APR, Fellow CPRS (National Board Liaison)
- Deirdra A. Redden, (Hamilton)
- Sharon Rodenbush, (Regina)
- Daniel Torchia. APR (Toronto)
- Verna Lynne Weeks (PEI)

Two reports have been submitted to the CPRS National Board for their review: an Interim Report in February and a Final Report in June summarizing all of the Committee's analysis and recommendations for 2006/07.

Overall, the biggest challenge appears to be retention of members. CPRS has been relatively

successful in attracting new members. Each year approximately 300 new members join the National Society. Unfortunately, about 300 memberships also lapse each year, meaning the overall national membership numbers have remained relatively stable at just under 1,700.

In particular, the Committee's analysis has revealed that retaining members longer than five years after joining CPRS is a major challenge. This problem will become particularly acute in the next few years as a large number of longer-serving members begin to retire.

Clearly, achieving better membership recruitment and retention results is critical for the long-term prosperity of CPRS. To deal with these key membership issues, the Committee developed 10 recommendations in the following areas (please refer to the Committee's Final Report which is available on the website for proper context and full analysis):

- Group membership
- Promotion of membership categories
- Membership metrics 'dashboard'
- Member Survey Program
- Member Referral Program
- National Student Membership Program
- Membership Manual
- Member/Volunteer Recognition Program
- Lapsed member research
- Business Outreach/Brand advertising

Planning is underway to implement each recommendation and the Committee looks forward to working in concert with other CPRS Committees and Task Forces where necessary to move things forward. The Committee will report more fully about implementation of the 10 recommendation by the end of the next fiscal year.

Most importantly, I believe our efforts over the past year will form a new starting point for a series of ongoing and productive discussions about how to best recruit and retain national CPRS Members.

# Professional Development Committee Report

By Christina Winsor, APR Presiding Officer

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Over the past year, the CPRS National Professional Development Committee met monthly via teleconference to conduct research and carry out planning and development of national professional development programming for CPRS.

The Committee's flagship project over the past year was the continued development and implementation of the CPRS National Speakers Network two-year pilot project. Currently there are 10 presenters registered on the Network and the Committee aims to grow that number to 20 in the coming year. Information on Network offerings is available through the "Members Only" section of the CPRS website, [www.cprs.ca](http://www.cprs.ca)

The Committee was involved with redevelopment of the Mini-Conference guidelines. Now that the Mini-Conference concept is well-established in National programming for the Society, it was important to include lessons garnered from recent and successful mini-conferences held in Winnipeg, Montreal, St. John's, and Victoria.

The Mini-Conference concept leverages the National Board Meetings held across the country and offers the Board's professional knowledge to local societies in a day-long series of presentations. The local society gains from the event coordination experience and networking opportunities. National office and the PD Committee are open to expressions of interest for member societies who wish to utilize the concept to build their PD offerings. For those societies interested in hosting Mini-Conferences in the future, guidelines are available in the "Members Only" section of the national website.

The PD Committee developed a research report on PD trends and best practices for Committee and member society PD planning and have also devoted significant time to the development of a webinar program for CPRS. The first webinar, held on May 15, 2007, was an informative session on PR and Social Media led by Eli Singer.

The National PD Committee wishes to recognize that last June, the Hamilton Society hosted a successful National Conference which offered a range of thought provoking and innovative speakers and a range of networking opportunities complete with the tourism and hospitality flair of Niagara Falls.

In the coming year, the PD committee will continue to liaise with the National Board, College of Fellows, and Global Alliance to strengthen national PD programs.

The National Professional Development Committee continues to build their capacity through cross-country volunteer recruitment. Over the past year, the Committee was comprised of six members representing societies from coast to coast.

The Professional Development Committee members are:

- Christina Winsor. APR (Chair) (New Brunswick)
- Kevin Brown. APR (Northern Lights)
- Carleen Carroll. APR (Hamilton)
- Andy Donovan (Toronto)
- Carla Shore. APR (Vancouver)
- Rod Stanley. APR (PEI)
- Anita Wasuita. APR (Vancouver Island)

# Judicial & Ethics Committee Report

By Sarah Jones APR, Presiding Officer

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The mandate of the National Judicial and Ethics Committee is two-fold: To assist the members of the society by identifying and addressing issues that may introduce ethical dilemmas and challenges to the practice of public relations; and to investigate complaints of unethical or inappropriate behaviour on the part of CPRS members, if those complaints cannot be resolved

at the local society level and are referred to the national committee.

In the past 12 months, it became clear CPRS members needed a consistent understanding of, and adherence to, what constitutes ethical behaviour in three of the key areas in public relations practice: Conflict of interest, confidentiality and privacy.

We have instituted a process that requires all leaders in CPRS -- Members of the National Board of Directors, Chairs and members of Committees, Councils and Task Forces, and all members of the Presidents' Council -- to, on an annual basis, confirm their adherence to the society's expectations in these areas through a written declaration. Those declarations are now prominently posted on the society's website.

At the request of our national president, the Committee also developed a policy statement on Communications in Social Media to address a growing need to establish standards for ethical

and appropriate behaviour in this new and growing range of media. That policy statement is being presented at this Annual General Meeting.

Finally, in reporting on the second part of the committee's mandate, I am pleased to advise that no complaints have been referred to the National Committee for investigation. During the course of the year, one member society requested assistance in addressing a potential complaint; ultimately, no complaint was made.



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

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### “ONE PROFESSION-ONE VOICE”.

The past year has been a year of consolidation for the GA. We have focused on achieving greater partner communications and been more selective in the major initiatives we have led.

Currently, 67 national and non-national public relations associations representing more than 160,000 public relations practitioners on every continent worldwide enjoy Global Alliance membership. Here are some highlights of the past year and benefits for CPRS members:

### SERVICES FOR CPRS AND ALL OTHER GA MEMBERS

In mid 2006 we finalized a first global survey to measure the extent and reach of the profession. This was the first time that common data was collected in all countries to allow for analysis on a global scale. Results are posted on the GA website. Canadian participation was higher than other countries.

The Global Alliance has organized a panel of speakers at the CPRS Niagara Conference addressing the question of whether PR is practiced the same way around the world or not.

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 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. You can sign up to receive it directly. <http://www.globalpr.org/news/newsletter.asp>

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

- A three-year strategic plan was revised and will be presented at our June 2007 AGM for adoption. It is a blueprint to guide our work for the next few years and beyond. The previous version is here: [http://www.globalpr.org/news/features/ga\\_strategic05-08.ppt](http://www.globalpr.org/news/features/ga_strategic05-08.ppt)
- We have partnered with the World Bank to draw attention to the need to include communications in development projects around the world. This theme was discussed at the WPRF in Brasilia in 2006 and at a World Bank event in Rome in November 2006. Our collaboration with the World Bank is

helping to achieve recognition of the PR function in their projects around the world.

- A first world standard – a protocol for codes of ethics – was adopted and ratified by most members. Ratification of the ethics protocol was made a pre-condition to maintaining a membership in good standing status within the GA.

Thanks to the leadership of Pierette Leonard APR, Sharlene Smith APR, Fellow CPRS and Lyn Percival APR of CPRS, we are now exploring standards in accreditation. The work group will present its findings at the June 2007 AGM.

We are also in the middle of a two-year research project on the issue of curriculum standards.

Several invitations to host GA meetings have been received. South Africa will host the AGM in 2007 and the UK will host in 2008. A meeting of the Executive Board is also planned in conjunction with the PRSA International Conference in Philadelphia later this year. 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 and that is the ultimate outcome of the GA efforts.

Moreover, as a result of our contacts with other public relations associations, CPRS has negotiated 10 reciprocity agreements which allow portability of membership status to 10 countries that 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

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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. In 2005, 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.

The document was sent to the Honourable Michael Fortier, Minister of Public Works and Government Services Canada in March 2006. There have been interesting developments since then. The government said it would no longer include public relations services in advertising RFPs. Then, PWGSC published on Merx a model of public relations RFP for standing offers of up to \$100,000, and invited comments from the industry. As this is written, PWGSC is studying the comments received from the Task Force as well as from CPRS-Ottawa/Gatineau and other industry associations. PWGSC expects that other

government departments will want to use its model.

The Task Force is pursuing its discussion with PWGSC in order to establish an ongoing dialogue between public relations practitioners and the government. To that effect, the Task Force

recommended to the Board that it becomes a permanent Committee of CPRS.

I would like to thank Bruce MacLellan APR, Fellow CPRS; Pat McNamara APR, Fellow CPRS; Edward Gould; Joe Thornley, Carol Panasiuk APR and Karen Dalton APR who contributed to the work of the Task Force in 2007.

## **Media Relations Measurement Committee Report**

By Tracey Bochner, APR, Media Relations Measurement Committee

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Five years ago, a group of public relations practitioners convened to discuss whether it was desirable to create a standard for the evaluation and reporting of media coverage in Canada. Through surveys, meetings and focus group-style sessions with industry professionals across Canada, the answer was a resounding 'yes'.

Fast forward to 2007 and the Media Relations Rating Points (MRP)<sup>™</sup> system, developed under the umbrella of the CPRS Measurement Committee, has been declared the industry standard for the evaluation of the results of media relations campaigns. The system launched in April 2006 and there are currently more than 250 subscribers -- and those numbers continually increase. Practitioners from all industry sectors comment that they appreciate the system's ease-of-use, clear metrics and transparent approach to evaluation.

The growth and success of the MRP system is the result of the work by the members of the CPRS Measurement Committee and News Canada, the

company selected to build and maintain the database of up-to-date reach numbers for media across Canada. News Canada's support has far exceeded the initial scope of the project and it has proven to be an invaluable partner.

The members of the CPRS Measurement Committee are:

- Mike Abbass Strategic Objectives
- Maria Antonopoulos Porter-Novelli
- Tracey Bochner APR, APEX Public Relations
- Rachel Douglas, Tim Hortons
- Doris Juergens NATIONAL Public Relations
- David Jones Fleishman-Hillard
- Martine Levy DDB PR
- Pat McNamara APR, Fellow CPRS, APEX Public Relations

For more information about the MRP system:  
[www.mrpdata.com](http://www.mrpdata.com)

## **Audit and Investment Committee Report**

By Derrick Pieters, APR, Fellow CPRS, Presiding Officer

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In accordance with our Regulations, the Audit and Investment Committee reviewed and approved the Audited Financial Statements for the year ending March 31, 2007 as prepared by the auditing firm of Burns Hubley and found them to be in accordance with accepted practices. The Committee reviewed and approved the Investment Strategy for the Emergency Reserve and Strategic Initiatives Funds and the Cashable

GICs. The Committee reviewed the management practices and financial reporting of the association management company with the Auditor and are satisfied that the Society is being well-managed and is financially sound.

The Audit and Investment Committee members are Derrick Pieters APR, Fellow CPRS, Colleen Killingsworth APR and Blair Peberdy APR.

## CANADIAN PUBLIC RELATIONS SOCIETY – PROPOSED BUDGET

REVENUES:	2007/2008
Membership Fees	\$ 345,558
Publications	20,150
Awards of Excellence	20,000
Accreditation	12,000
College of Fellows	300
Professional Development	5,000
Sponsorships	40,000
National Conference Contribution	35,200
Strategic Initiatives Fund Allocation	33,918
Investment Interest	5,900
TOTAL REVENUES	\$ 518,026
EXPENSES:	
NATIONAL OFFICE:	
Management Fees	\$ 241,488
Office Overhead (Rent, Equipment Leases)	33,540
Postage/Courier, Printing, Supplies	8,609
Telephone and Fax	2,513
Auditing Fees	7,466
Bank & Credit Card Charges	7,958
Insurance Policies	4,237
Travel Expenses	3,000
MEMBERSHIP SERVICES:	
Accreditation Program	18,500
Awards of Excellence	11,000
Career File	7,500
College of Fellows	500
Committees, Councils & Task Forces	21,350
External Public Relations & Advertising	22,100
Membership Recruitment & Documentation	16,110
Professional Development	4,050
Internet and Print Communications	31,000
Publications	10,200
GOVERNANCE:	
Board of Directors, Executive and Audit Committee meetings	31,100
Annual General Meeting	7,500
Legal Fees	4,000
EMERGENCY RESERVE FUND	15,000
CONTINGENCY (1.5% OF REVENUE)	7,760
TOTAL EXPENSES	\$ 516,481
NET PROFIT / (LOSS) FOR THE PERIOD	\$ 1,545

# The Canadian Public Relations Society, Inc. 2006 – 2007

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## **NATIONAL EXECUTIVE COMMITTEE**

**President:** Colleen Killingsworth APR  
**Vice President/Secretary:** Mark LaVigne APR  
**Vice President/Treasurer:** Blair Peberdy APR

## **NATIONAL BOARD OF DIRECTORS**

Kevin Boothroyd  
Lucie-Anne Fabien, APR  
Dr. Terry Flynn, APR  
Mark LaVigne, APR  
Béatrice Pepper, APR  
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):**

Daniel Granger, APR, Fellow CPRS

### **Deputy Presiding Officer (Eligibility):**

Grace Diffey, APR

**Chief Examiner:** Pierrette Leonard APR

**Members:** Don Boynton APR, Sarah Jones, APR;  
Beverlee Loat APR, Barbara Pollock APR Fellow  
CPRS, Richard Sparkes APR Fellow CPRS.

Board appointees: Béatrice Pepper, APR; Anita  
Wasuita, APR

## **COMMITTEES**

### **Awards:**

Guy Litalien, APR 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 and Ethics:** Sarah Jones APR,  
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 Société québécoise des professionnels en  
relations publiques (SQPRP)

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

**Administrative Assistant:** Larisa Rubenis

**Website Manager:** Wendy Browne

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

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