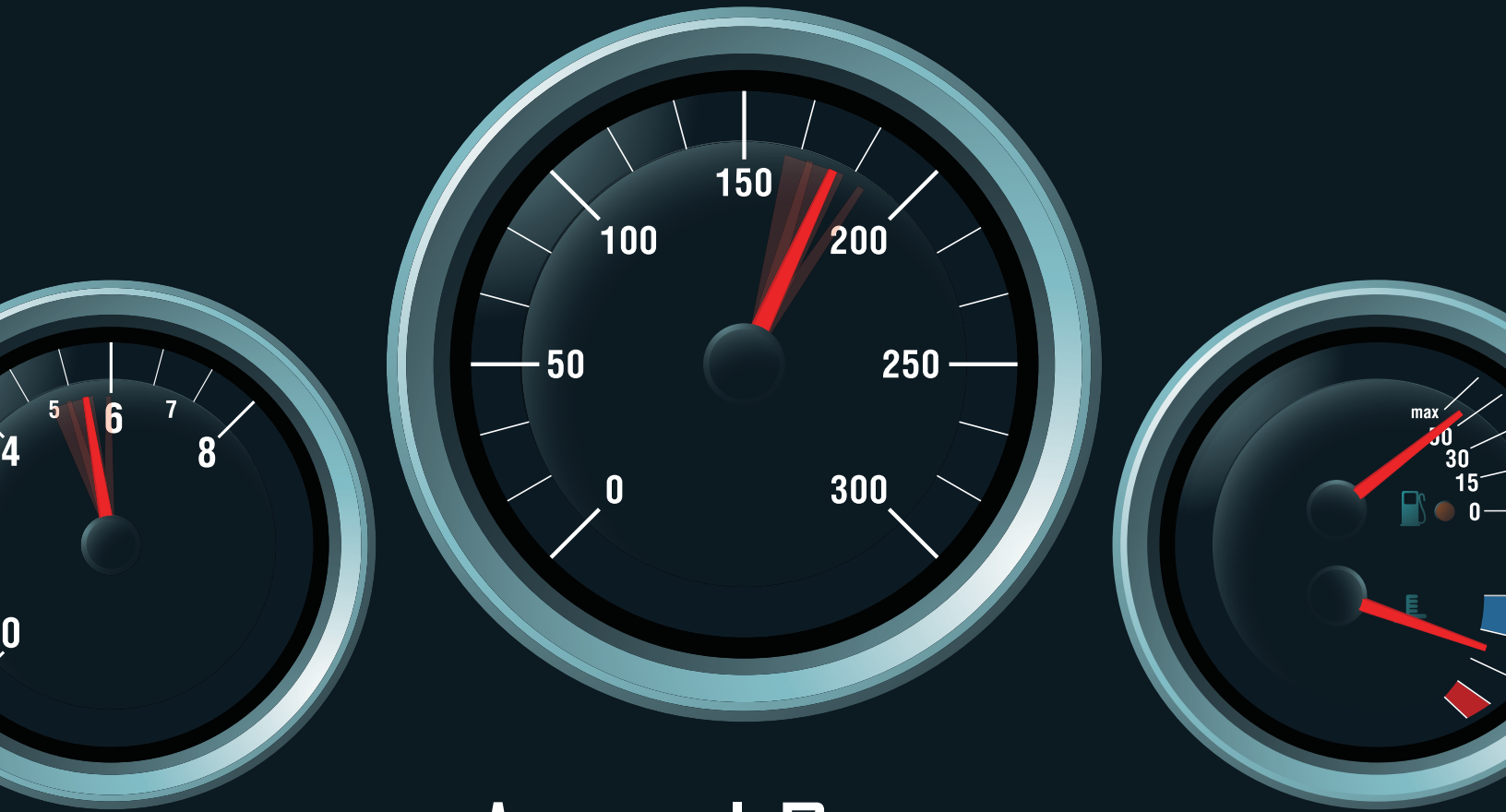


# Moving the needle



## Annual Report 2014/15



**CPRS**

Edmonton Society

# Another strong year for your CPRS Edmonton

As I complete my first year as president of CPRS Edmonton I am proud of what we have accomplished over the past year through the hard work of the board, and a growing number of volunteers. We continue to be one of the strongest mid-sized member societies in the country, thanks to continued solid and inspiring professional development, an increasingly successful mentorship program, effective money management, a talented and dedicated leadership team — and active members like you!

Clearly our biggest draw for both members and non-members alike continues to be the excellence of the professional development we offer. From effective public relations during a major airport expansion, to the magic and technique of storytelling, to strategic political communications, or public speaking or measuring digital media, our monthly luncheons have had something to offer to all levels of experience and all types of communications roles.

Our mentorship program has also been a highlight, growing more than 50 per cent to 15 partnerships, larger even than our ambitious goal at the outset. All the mentorship partners will gather in June to share experiences and to recognize participants for their contributions to the program.

On the accreditation side, two members earned their Accredited Public Relations (APR) designation, board member Mike Lupien and Jaclyn Spurrell. We celebrated their achievements, along with that of Tim Conrad who earned his designation last year, in an Edmonton Journal advertisement, in an effort to shine a light on our profession.

Our society's finances are also on firm footing, managed by returning Treasurer Mike Lupien, APR, who has served many years on our board and is a former president. With more than \$33,000 in the bank, our greatest regular expense — and income — continues to be our professional development luncheons. And the communications portfolio continues to provide support through all our various platforms as well. Expect continued improvements over the next year. There is much other work done behind the scenes by various volunteers, for which we are also grateful.

One troubling spot that has somewhat of a silver lining is our membership numbers, which have reduced by eight per cent year-over-year, the first reduction in some years. Attrition is to blame — a problem for many societies across the country — as CPRS Edmonton actually gained 37 new regular members in the past year. And our student membership grew by an amazing 50 per cent to 46. We will continue to improve our member outreach in the next year, add some member-only events and talk to more lapsed members to determine how we can win them back. A new national corporate membership program may help as well.

Thank you for the opportunity to serve our profession. It's been a good year for our society, and there's more to come, thanks to the tireless efforts of our board members and our volunteers. My thanks to them, and to those of you who continue to participate in our society, coming to various events, maintaining your membership and being active. We appreciate it!



Dan VanKeeken, ABC, President

# Getting Value

When the Board of Directors for CPRS Edmonton plans its many programs and services throughout the year, the one question we continually ask ourselves is “what’s in it for our members?” That’s because we are committed to you and as such, we work to ensure you receive increasing value for your investment in your professional society.

Whether it is learning new skills, learning from your peers, or learning new ways to advance yourself and your respective company and industry through the power of PR, our investment in you translates to your daily work.



(Left to right) Mike Lupien, APR, Finance Chair; Melissa Pennell, Professional Development Chair; Cecilia Bloxom, APR, ABC, Vice-President; Dan VanKeeken, ABC, President; Sharmin Hislop, APR, Mentorship Chair; Martin Schuldhaus, Past President; Crystal Komanchuk, Communications Chair; Richard Liebrecht, Membership Chair; and Tamara Vineberg, Secretary.

## Members only

Membership continues to be a challenge for societies across Canada and Edmonton is no exception. As new members come on, others leave the profession or choose to let their membership lapse causing membership to remain flat. Edmonton however continues to be among one of the healthiest societies across Canada, both in terms of member recruitment and retention, and financial stability.

In 2014-15, Edmonton recorded the second highest percentage increase of all societies across the country adding 37 new fulltime members, and recorded a 50 per cent increase in student membership. As of year-end March 31, 2015, CPRS Edmonton's total membership sat at 214. This coming year, our focus will be to transition our talented student members into full time members and reach out to lapsed members, including accredited members, inviting them to return.

*37 new regular members in 14/15  
50 per cent increase in student members  
2<sup>nd</sup> highest percentage increase in membership across Canada  
Two new APRs*

## Earning your stripes

Speaking of APRs, our accreditation program proudly added two more names to its current list of 23 accredited members. Congratulations to our newest APRs Jaclyn Spurrell and former CPRS Edmonton President Mike Lupien. Your exceptional achievements are a testament to the profession and we wish you continued success. Prospective employers across Canada recognize these hard-earned credentials and we encourage eligible members to consider accreditation in 2015. Learn more at [CPRSEdmonton.com](http://CPRSEdmonton.com).

*"Attaining an APR designation is one of the best ways practitioners can advance the profession while building credibility and trust in the eyes of employers and clients."*

*Bernie Poitras, APR*

## Smarten up!



Richard Liebrecht

Communicating the right way with multiple partners. Storytelling your brand. Connecting heart to head in strategic thinking. Dissecting the art of digital media. Digging deep into oil and Aboriginal affairs. These are just some of the many professional development opportunities offered to you this past year.

Top of mind, relevant and revealing, our monthly PD luncheons are pertinent to the profession and continue to attract close to 300 people throughout the year. We know that continually developing one's skills helps to keep us current, on-trend and in the pocket when it comes to purposeful communications. That's why we always aim higher on what the majority of our members say is most important to them: professional development.

In what has arguably been one of the strongest years for PD in Edmonton, we're just warming up. We aim to bring you more exciting, relevant and unique sessions in the coming year, and we'll

also be adding a co-chair position to this demanding portfolio. And remember, if you have a good idea on a great topic or speaker, tell us!

*“The value I get out of being a member is the ability to make a real difference in the direction of public relations practice and application. The more you put into your membership, the more you get out of it.”*

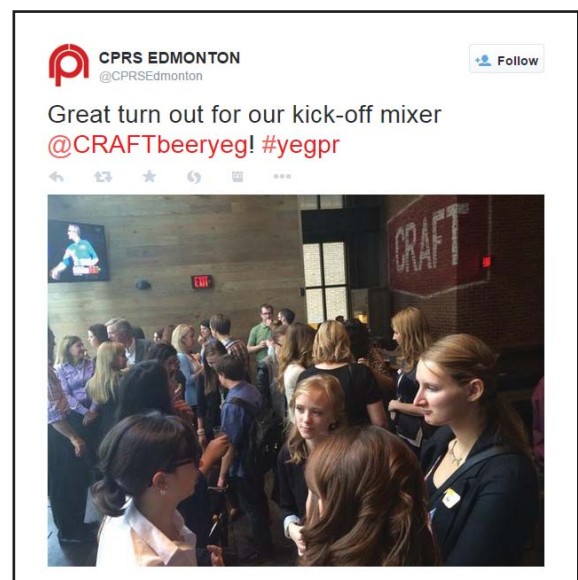
Colin Babiuk, APR, FCPRS

## 2014-15 PD sessions

<b>Hearts &amp; Heads: Stephen Carter’s take on political strategy &amp; PR</b>	Stephen Carter, Vice-president and National Director, Campaign Strategy, Hill+Knowlton Strategies
<b>Painless Public Speaking: Body, Breath &amp; Mind</b>	Alyson Connolly, Masters of Theatre Voice Pedagogy, thesis on Performance Anxiety with Actors and Public Speakers.  Mark Connolly, host of Edmonton AM, CBC radio’s local morning show.
<b>Digital Media Workshop &amp; Presentation - From setting, implementing and measuring objectives, to what success looks like in the Edmonton market and beyond</b>	Nikki Van Dusen, M.A., President of NikComm Inc
<b>Effective Creativity - The Math Behing the Art</b>	Michael Donovan Managing and Creative Director, ZGM Edmonton  Peter Bishop Partner/Creative Director, ZGM Edmonton
<b>Sharing Opportunity in the Oil Sands: Syncrude and its Aboriginal Neighbours</b>	Kara Flynn, VP Government & Public Affairs, Syncrude Canada Ltd.
<b>Beat the Competition for Attention: Using marketing to focus PR planning</b>	Richard Liebrecht, Strategic Planner, Incite

## Mixing it up

In addition to stellar presentations, panel discussions and learning workshops, CPRS Edmonton knows how to mix it up! Our members got social to celebrate everything from the start of the societal season in the fall, to jingling and mingling over the holidays. We also hoisted a few libations while dissecting current events and hot-topics in a series of well-received round table talks that we plan to bring back this year. Thanks to all for raising a glass and for keeping things, well, “sociable!”



Tweet from September’s kick-off mixer

## Straight talk

Being that we are all adept in the art of communicating, we realize you have high expectations when it comes to this industry staple. We also know that you can't know what's going on with the society if we don't tell you. Whether it's an eblast, an enewletter, in person, or through a tweet or an image, we're committed to sharing the things that matter most to you and your profession: industry trends and best practices, learning opportunities, employment opportunities, programming announcements, and board reporting.

*330+ Facebook likes*

*1,800+ Twitter followers*

*Spreading the word on PD and volunteer opportunities*

This past year, CPRS Edmonton successfully integrated anti-spam legislation into its communication practices, and increased its social media engagement with members and the public. This busy volunteer role also actively supports and promotes all other board portfolios, resulting in sold out PD sessions and

workshops, new fulltime and student members, and an impressive increase in mentorship participation.

And the hits keep coming as the communications portfolio seeks to enhance the website, return to a monthly newsletter, and add a co-chair position to the board. After all, it's all about keeping you in the know, ya know?

## Giving value

Having a stake in CPRS Edmonton also means that our members voluntarily invest in the profession. The same way the board provides value to its members, our members inject value back into the society in numerous ways.

## Whad'ya know?

A perfect example of the good that comes when members go above the call is our mentorship program. In only its second year, the program has more than doubled in size from seven pairs of protégés and mentors to 15, surpassing the annual target. The program featured an application process, an orientation session, a mid-year satisfaction survey and a mid-year networking session. Special thanks to the 2014/15 mentorship committee for their stellar achievements:

- Jamie Asmus
- Vivian Binnema
- Sharmin Hislop, APR (chair)
- Maria Kotovych
- Jaclyn Spurrell, APR
- Lynda Vang



Mentors and protégés meeting over food and drinks.

*15 mentors*

*15 protégés*

*100% increase in program enrolment*

*"A senior communicator's most important roles are those of mentor, coach and teacher to the next generation of PR/communications professionals."*

*Gordon Eckert, CPRS Edmonton past president*

## Take your time

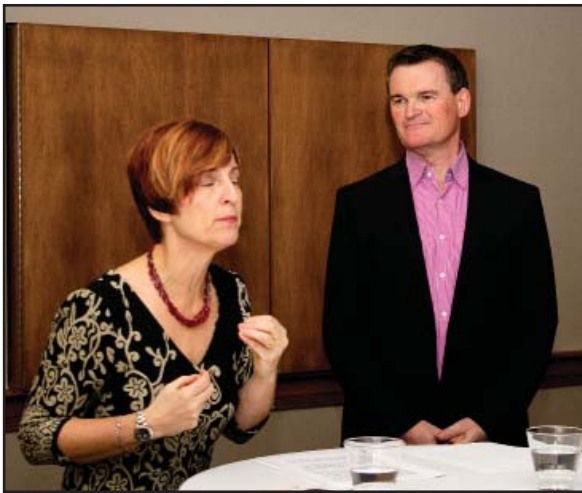
Whether helping to register and greet guests at an event, assisting board chairs with heavy lifting and project work, or serving as an elected board chair or executive, our members spend countless hours providing value at every turn. Many also represent the Edmonton society on a national scale serving on the national board and on national committees such as membership and accreditation. Others are pillars of the profession as Fellows and Life Members.

Simply put, we could not do all the things we do in a year without the talent and time of these hardworking individuals. Collectively, we raise up the profession at the local level. We wish to thank everyone who has volunteered in service of CPRS Edmonton this past year. You know who you are and fortunately, for us, we know you too. Thank you!

# Gaining Value

## Moving the needle

CPRS Edmonton is an award winning society\* spanning more than five decades of member-centric activities and programs aimed at increasing your currency in the profession. We do this because we love what we do. We are proud members of a proud profession that continually moves the needle, peaks our curiosity, forces us to ask the tough questions, challenges our perceptions and motivations, and serves as the moral compass for business and industry around the globe.



Alyson and Mark Connolly

The more you know, the more you know how to positively affect change and influence the world around you.

You gain value by investing in and advancing the profession. You gain value by carrying on the legacy of those who laid the path before you. You gain value by stretching and taking risks, forging your own path for others to follow. As the saying goes, “Noble is the person who plants the tree for others to sit under long after they are gone.”

Thank you for being a valued member of CPRS Edmonton, for planting the trees, and in turn, nurturing and growing our profession.

\*CPRS National Lectern Award for greatest advancement by a member society

*“CPRS membership was the best thing I ever did for my career and my employers. I love the exchange of ideas and inspiration...It also enabled me to develop valuable professional partnerships and some truly awesome personal friendships.”*

*Sharon Hawrelak, APR, CPRS Edmonton past president*

# By the numbers

## 2014-15 Financial statement

Canadian Public Relations Society (CPRS) Edmonton  
Balance Sheet Summary  
Accrual Basis As of 31 March 2015

### ASSETS

#### Current Assets

Chequing/Savings	35,158.44
Other Current Assets	196.17
<b>Total Current Assets</b>	<b>35,354.61</b>

**TOTAL ASSETS** 35,354.61

### LIABILITIES & EQUITY

#### Liabilities

##### Current Liabilities

Other Current Liabilities 375.90

**Total Current Liabilities** 375.90

**Total Liabilities** 375.90

**Equity** 34,978.71

**TOTAL LIABILITIES & EQUITY** 35,354.61



Canadian Public Relations (CPRS) Edmonton (2007)  
Profit & Loss Standard  
1 April 2014 through 31 March 2015

**Ordinary Income/Expense**

**Income**

Local Chapter Dues	7,960.76
Professional Development Event	15,853.22
Student Membership Revenue	1,138.62

**Total Income** **24,952.60**

**Expense**

Accreditation Expense	85.00
Administration	285.74
Bank Service Charges	155.05
Communications Expense	889.50
Executive Meetings	199.67
Insurance	1,376.00
Mentorship Program	354.58
Professional Development Expense	14,993.72

**Total Expense** **18,339.26**

**Net Ordinary Income** **6,613.34**

**Net Income** **6,613.34**

**Notes to the Financials**

- As per CPRS Edmonton Society Bylaws, an informal audit of the society's financial statements was conducted by Derrick Pieters, APR, FCPRS, LM on April 27, 2015. Following this review, Mr. Pieters agreed that the society continues to follow generally accepted accounting principles, and that the statements fairly represent the society's financial position.

Contact us

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