

# Your CPRS Edmonton

Rewarding. Relevant. Right, now.  
Annual Report 2015/16

# Your CPRS Edmonton. More relevant than ever.

I'm excited by all the things CPRS Edmonton has accomplished this past year. In a time of downsizing, a poor economy in some sectors, and political changes at both provincial and federal levels, our local society remains as relevant as ever. We offer opportunities for learning, growth and networking, critical for all of us as professionals, whether we have a great job or are looking for one, whether we're near the end of our careers or just starting out.

Our membership numbers have remained steady at 167 and we have experimented with more member-only events. We've also conducted research among our members who are telling us what they need to keep current, to learn new things and to be the best they can be on the job. This was also the third year of our successful mentorship program, with eleven protégée-mentor pairings providing newcomers to the public relations field the kind of advice we all wish we'd had when we first started.

Our professional development luncheons continued to be the highlight of most months, from tapping into current events with a panel of journalists discussing recent elections, to speakers on "personal brand," to a group of seasoned consultants sharing what they've learned practicing their craft, and a few popular "mixers" added for good measure.

On a personal note, our accreditation portfolio means a bit more to me since I took my own accreditation exam recently as one of a few former ABCs seeking to transfer our designation to APR. You can read about the special approach further in this annual report, but it certainly meant a lot to me. The handful of us who changed our designations this way will be among the 22 newly minted APRs who will be crossing the stage in the opening ceremonies at the national conference in Toronto at the end of May.

CPRS Edmonton is about professionalism, being the best we can be. It's also about hanging out with others who have the same approach to their careers. We make each other better. We make our organizations better. We make Edmonton and Northern Alberta better.

I've been proud and thankful to serve with our talented board as president these past two years and happily pass the baton to the next group of local leaders. As I transition to past president, I wish to thank all of our departing board members for their hard work and leadership these past many years.



Dan VanKeeken, APR, President

## Board but not bored

There was no slowing us down in 2015/16. With an estimated combined +1,600 volunteer hours this past year, your CPRS Board of Directors collaborated to bring you opportunities to come together, learn new things, share your experiences and elevate the profession from the inside out.

We always make sure that the variety of programs and services available to you are relevant to your day to day work and that your membership has increasing value in your professional life. After all, as proud members and PR professionals, the more we give to each other, the more we all have to gain.

Dan VanKeeken, APR, President  
Cecilia Bloxom, APR, ABC, Vice-President  
Martin Schuldhaus, Past President  
Mike Lupien, APR, Treasurer  
Tamara Vineberg, Secretary  
Tim Conrad, APR, Accreditation Chair

Crystal Komanchuk, Communications Chair  
Brian Mulawka, Communications Co-Chair  
Melissa Pennell, Professional Development Chair  
Kerry Bezzano, Professional Development Co-Chair  
Richard Liebrecht, Membership Chair  
Jamie Ausmus, Mentorship Chair

## Survey says?

As the saying goes, membership has its privileges. It also has its challenges.

While CPRS Edmonton remains one of the healthiest societies in Canada, both in terms of member retention and fiscal responsibility, society membership remains relatively flat year-after-year as new members come on and others leave the profession or allow their membership to lapse. As of year-end March 31, 2016, CPRS Edmonton's membership count is down from last year sitting at 167 — 135 full-time members and 32 student members.



As far as member satisfaction goes, CPRS Edmonton conducted a recent survey and the results are encouraging. Out of 142 total respondents — 48 per cent members and 52 percent non members — the vast majority of you are highly satisfied with the quality of CPRS Edmonton programs and services. The survey shows that most people want to see more local PR case studies and news about upcoming CPRS Edmonton events. And the three most in-demand topics for PD are communications planning and strategy development, stakeholder and public engagement, and PR measurement.

Thank you for taking the time to share your feedback with us and you can expect our board to use the survey results to inform our programs and services heading into 2016/17. This coming year, we also aim to create more members-only events based on your feedback and reach out to lapsed members to invite them back to the CPRS table.

# Three big letters

The process to becoming one of an elite group of practitioners is a rigorous one but as our growing list of accredited professionals in Edmonton can attest to, it's worth every letter.

Congratulations to President Dan VanKeeken for becoming Edmonton's newest Accredited Public Relations (APR) practitioner. Dan was one of three CPRS candidates to successfully complete CPRS National's ABC designation pilot program. Due to the success of the pilot project, CPRS is considering a permanent program for those with a retired (IABC) ABC designation to apply and challenge the APR exam through a condensed examination model.

Achieving your APR can take you to the next level in your professional career. As a nationally recognized professional designation, we encourage you to consider raising your own bar. For more information on how to obtain your APR, visit [cprsedmonton.ca](http://cprsedmonton.ca).



# Tuned in

CPRS Edmonton is all about helping you sustain currency in the profession. And one of the best ways we know how is to share our know-how.

Hundreds of members came out to our monthly PD luncheons to hear from their peers on current trends, hot-button topics and best practices including how to grow and protect your brand through social media, to how to influence the right people when the stakes are their highest.

Members were also treated to two wildly successful panel discussions as key media influencers dissected last year's federal election results and how communications played a key role in changing the political landscape in Canada. The other panel talk provided members with insights from the world of consulting and how to get the most out of your consultant dollars.

CPRS Edmonton partnered with IABC Edmonton to bring crisis communications to the forefront. Maureen Douglas presented to a sold out crowd interested to learn why crisis in the workplace takes its toll on your organization's reputation and that of your team, and how the right balance of transparency, strategy and nerves of steel can make all the difference.

Watch for more insightful and relevant programming coming your way in 2016/17.

*"As communications professionals, we work in a dynamic and highly competitive industry. CPRS membership is a valuable tool for networking, career development, personal growth and ultimately, the foundation for a more rewarding and successful career."*

*Paul Oss*

# Getting to know you

CPRS Edmonton sure knows how to mix it up! While professional development opportunities give members a chance to learn new skills and ideas, social events are equally as important to your professional growth.

Whether it was our fall mixer to kick off another program year, or our Christmas mixer to get into the “spirits” of the holidays, mixers throughout the year to give our members a chance dive into some deep discussion or just share a few laughs while celebrating the season and our profession. We also turned the tables on you last year by hosting a table-top discussion on recent and emerging PR trends and case studies, and look to do more of the same in the coming year.

## Can we talk?

We sure can. After all, we are professional communicators so it's all the more important to lead by example when sharing information with you throughout the year.

We amped up our communications in 2015/16.

Whether through our weekly jobline and our monthly newsletter, to promoting our exciting programs, events and PD opportunities through the website, Facebook and Twitter, we hit you where you live.

You can expect continued online and face to face communications in the coming year and watch for a fresh look to our CPRS Edmonton website. And as we all know, the best communication is two-way so let us know what you think by contacting us anytime at [communications@cprsedmonton.ca](mailto:communications@cprsedmonton.ca).



## Whad'ya know?

Former CPRS Edmonton president Gordon Eckert once said that as senior communicators, “Our most important roles are those of mentor, coach and teacher to the next generation of communications professionals.” He couldn't be more right.

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

In its third year, the Mentorship program has quickly become a staple of our value-add to Edmonton members. Eleven experienced PR professionals volunteered their time this past year providing mentorship to 11 eager CPRS Edmonton student members. Mentors and protégés were matched according to the expressed interests of the applicants. Following an orientation session, mentors met frequently with their protégés to provide guidance, insight into the exciting world of corporate communications and public relations, and impart some wisdom to those entering the profession. There was also a well attended and fun ‘speed-dating’ style event in March.

A big thank you to our Mentorship program volunteers Vivian Binnema, Sabrina Licata, Lauren Arscott, Jackie Spurell and Lynda Vang who helped to organize this year's program and track its progress.

## Perfect timing

Everyone only has a finite amount of time to give, but the impact of your time is what makes all the difference to our member experience in CPRS Edmonton.

To all of you who helped register and greet our guests at events, assist board chairs in developing and offering valuable programs to members, share your knowledge as a mentor or PD presenter, and serve on local and national CPRS committees, your talent and time is what keeps us going — literally. We're fortunate to have you as a member volunteer. On behalf of all of our members who benefit as a result, thank you!

## 53 years and going strong

Spanning more than five decades of member-centric programs and services, CPRS Edmonton is an award-winning society\* with a proud history in Edmonton. And we show no signs of slowing down.

Our focus in the coming years will be to grow our membership and volunteer base by attracting newcomers to the profession, while relying on experienced professionals to continue providing value to our members through mentorship, professional development and volunteer opportunities.

The more we work together to share ideas, influence the direction of our profession on a national scale, and support one another through the good times and the bad, the more we will ensure that public relations is a mainstay in the corporate world for generations to come.

There's a quote that goes, "Success doesn't come to you — you go to it." With that in mind, let's keep going — together.

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

*"CPRS Edmonton offers a direct link to a network of talented, local public relations practitioners and the connections I've made through CPRS have become my mentors, colleagues and friends. I would absolutely encourage anyone in the profession to consider the benefits of membership and how it can enrich their career."*

*Ashley Edwards Scott*

# By the numbers

## 2015-16 Financial statement

### **CANADIAN PUBLIC RELATIONS SOCIETY EDMONTON**

Financial Statements

Year Ended March 31, 2016

*(Unaudited - See Notice To Reader)*

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## NOTICE TO READER

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On the basis of information provided by management, we have compiled the statement of financial position of Canadian Public Relations Society Edmonton as at March 31, 2016 and the statements of operations and changes in net assets for the year then ended.

We have not performed an audit or a review engagement in respect of these financial statements and, accordingly, we express no assurance thereon.

Readers are cautioned that these statements may not be appropriate for their purposes.

*Collins Barrow Edmonton LLP*

Edmonton, Alberta  
May 17, 2016

Chartered Accountants

# CANADIAN PUBLIC RELATIONS SOCIETY EDMONTON

Statement of Financial Position

March 31, 2016

(Unaudited - See Notice To Reader)

	2016	2015
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 40,603	\$ 33,668
Goods and services tax recoverable	-	3,662
	<b>\$ 40,603</b>	<b>\$ 37,330</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	\$ 4,000	\$ 2,500
Goods and services tax payable	845	-
	<b>4,845</b>	<b>2,500</b>
<b>NET ASSETS - UNRESTRICTED</b>	<b>35,758</b>	<b>34,830</b>
	<b>\$ 40,603</b>	<b>\$ 37,330</b>

APPROVED ON BEHALF OF THE BOARD

  
\_\_\_\_\_  
Director

  
\_\_\_\_\_  
Director

 Collins Barrow

# CANADIAN PUBLIC RELATIONS SOCIETY EDMONTON

## Statement of Operations

For the Year Ended March 31, 2016

(Unaudited - See Notice To Reader)

	2016	2015
<b>Revenues</b>		
Professional development events	\$ 11,238	\$ 15,853
Membership dues	6,990	7,961
Donations	1,000	-
Student memberships	585	1,139
Other	571	-
	<b>20,384</b>	<b>24,953</b>
<b>EXPENSES</b>		
Professional development	12,001	16,413
Communication	2,121	890
Accreditation	2,050	85
Executive meetings and travel	1,532	200
Professional fees	1,500	500
Office and administration	249	287
Bank charges	3	154
Mentorship program	-	355
Insurance	-	1,376
	<b>19,456</b>	<b>20,260</b>
<b>EXCESS OF REVENUES OVER EXPENSES</b>	<b>\$ 928</b>	<b>\$ 4,693</b>

# CANADIAN PUBLIC RELATIONS SOCIETY EDMONTON

Statement of Changes in Net Assets

Year Ended March 31, 2016

*(Unaudited - See Notice To Reader)*

	2016	2015
<b>NET ASSETS - BEGINNING OF YEAR</b>	<b>\$ 34,830</b>	<b>\$ 30,137</b>
<b>EXCESS OF REVENUES OVER EXPENSES FOR THE YEAR</b>	<b>928</b>	<b>4,693</b>
<b>NET ASSETS - END OF YEAR</b>	<b>\$ 35,758</b>	<b>\$ 34,830</b>

# CANADIAN PUBLIC RELATIONS SOCIETY EDMONTON

Notes to Financial Statements

Year Ended March 31, 2016

*(Unaudited - See Notice To Reader)*

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## 1. DESCRIPTION OF BUSINESS

Canadian Public Relations Society Edmonton (the "Society") is a not-for-profit organization incorporated on May 28, 2007 under the Societies Act of Alberta. The purpose of the Society is to foster the professional interests of its public relations practitioner members. The Society is exempt from income taxes pursuant to paragraph 149(1)(l) of the Income Tax Act.

### 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 May 19, 2016. 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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