



Canadian Public
Relations Society

Edmonton Society

Annual Report
2013/14

2013/14 CPRS Edmonton Board of Directors

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Martin Schuldhaus
Director, Marketing and Communications
Stollery Children's Hospital Foundation

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Vice President, Institutional Advancement
The King's University College

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Unrestricted Public Relations

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Communications Advisor, Issues Management
ATCO Gas

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Director of Communications
Canadian Patient Safety Institute

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Edmonton Southside Primary Care Network

Professional Development Chair

Melissa Pennell
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Mentorship and Education Chair

Colin Babiuk MA, APR, FCPRS
Chair, Public Relations Diploma Program
Grant MacEwan University

President's Message

It is said that membership has its privileges, and we on the board of directors for CPRS Edmonton would agree. As the public relations profession in Canada continues to grow, evolve and adapt, your local professional society and its volunteer board of directors has the privilege of representing your best interests throughout the year.

We started the 2013/14 season fully energized having just come off a successful year that included winning the CPRS National Lectern Award for outstanding society, and culminated with a two-day celebration and professional development conference to mark our proud 50 year history in Edmonton. The board held its annual summer planning session with a renewed commitment to providing outstanding professional development, networking and learning opportunities and I'm proud to say we made good on those commitments.

We created a new board position, Mentorship and Education Chair, and introduced the society's first mentorship program in the fall of 2013. We are delighted with the response. The program matched eight mentors with eight protégées who came together in the spirit of learning and knowledge-sharing throughout the year. Our thanks to outgoing board member Colin Babiuk for developing and implementing this exciting program which we know will be embraced by new and seasoned professionals for years to come as we continue to grow and promote the merits of mentoring.

Our monthly professional development luncheons continue to be a popular attraction as more than 250 members and non-members attended a variety of learning opportunities throughout the year. Membership polling consistently shows PD as the number one value of membership and as such, we provided our members with a range of timely, industry-specific topics from a panel discussion on how best to hire and work with agencies, to how to maximize social media in a crisis as was the case with the Calgary flood disaster. We also provided members with a chance to hear from the top three Edmonton mayoral candidates—just three days before the polls opened—on the importance of effective communication during an election campaign.

In addition to professional development, networking and socializing are other key ingredients to attracting and retaining members. The 'Keep the Love Alive' fall mixer at the Nina Haggerty Centre for the Arts combined our love of the local arts scene and our affection for public relations with a unique networking opportunity for members. We also gathered together for some Christmas cheer and earlier this spring, provided you with the chance to socialize over an informal discussion with hot topics ranging from Alison Redford's fast fall, to Toronto Mayor Rob Ford's unique ability to keep standing.

The board's finances remain healthy. The board has a strong balance sheet with just over \$32,000 in revenue and assets. We continue to invest in operational matters that promote good governance and transparency, while exploring additional sources of revenue in order to maintain the high standard of service that our members have come to expect.

The board wishes to extend its appreciation to outgoing board member Mike Lupien for maintaining our finances for the year as the board actively recruits for a treasurer in 2014. We also want to thank Mike for his many years of service on the board. For close to a decade, Mike has served in various chair roles including president, and was instrumental in the planning and execution of our 50th anniversary celebrations in 2013. We appreciate Mike's many contributions to the society and look forward to his continued involvement as an active CPRS Edmonton member.

As I prepare to slide over to the past-president's chair to make way for incoming president, Dan VanKeeken, I want to say that it's been an honour and a pleasure leading the Edmonton Society these past two years. The success we experience as a member-focused society is credit to all of you: to those who mentor; to those who continue to feed their appetite to learn and grow; to those who take the profession to new heights as accredited members; to those who make the time to volunteer and give back to the profession; and to those who lend their passion, vision and voice at the board table. It's because of all of you that CPRS Edmonton continues to thrive and is able to provide ongoing value to our growing membership. Thank you!

Sincerely,



Martin Schuldhaus
President, CPRS Edmonton

Membership

CPRS Edmonton's membership has remained relatively stable in the past two years – which represents a challenge to our organization. We're not alone – nationally and locally, both CPRS and IABC are holding their membership counts steady, or seeing a decline. We managed to attract more than 25 new members last year, but an almost equal number of memberships have lapsed. The more members we have, the more our current members get in terms of professional development and networking opportunities. CPRS Edmonton must continue to attract new members and ensure current members value their membership and stay for the long-term.

More was done to touch base with members this year and there's more to come. Locally, we have spent more time reaching out to practitioners whose memberships have lapsed. Your CPRS Edmonton board called through much of our active member list in March as part of Membership Month, to touch base and see if we're meeting our members' expectations and needs.

As part of our new strategic plan, CPRS Edmonton aims to be in touch with members more often and add more value to membership. We'll be aided by CPRS National as they begin implementing a multi-year strategy to engage members.

Membership	March 31, 2014	March 31, 2013
Fulltime regular	147	146
Student	31	21
Life Member	4	4
Accredited Public Relations (APR)	27	28
Fellow Canadian Public Relations Society (FCPRS)	6	6

Accreditation

The APR program identifies practitioners with depth of experience and competence in the professional practice of public relations. It also establishes standards for professional practice, increases recognition for the profession within the business sector, and influences the direction of the profession.

We would like to extend our congratulations to Tim Conrad (Grande Prairie) who received his Accreditation in Public Relations (APR) this year. Way to go, Tim! Earning the APR designation demonstrates professionalism and is tangible evidence that you have demonstrated a high level of knowledge, skills and abilities in the area of public relations.

We would also like to thank our volunteer examiners who take the time to support the APR process in Edmonton.

CPRS Edmonton has 28 accredited members. Nationally, there are 475 accredited CPRS members.

Mentorship

We began this year with a new mentorship program. The call for mentor and protégé applications was sent out in September with an application deadline of September 30. A program information session was held on September 13.

Applications were reviewed and seven partnerships were approved. Mentors and protégés were matched according to the expressed interests of the applicants.

A program orientation meeting was held on November 6 to provide details on the mentorship program process and to introduce the pairs to each other and to the other program participants.

A mid-term check in meeting was held on February 19 where mentors and protégés exchanged information on the activities of each partnership and to provide feedback to the program committee.

On March 27, an informal facilitated discussion session brought students and junior practitioners together with intermediate and senior practitioners to discuss current events with a PR context. This session was offered in partnership with the Professional Development and Membership committees.

In June, all participants will come together for a final meeting to once again share the experiences and to recognize the participants for their contributions to the program.

Thanks are extended to mentorship committee member, Sharmin Hislop for her assistance with organizing and delivering the program this year.

The mentors and protégés are:

Mentor	Protégé
Cecilia Bloxom, APR, ABC	Maria Kotovych
Andrea Collins, APR	Rachelle Drouin
Dave Ealey, APR	Lynda Vang
Brian Hetherington, LM	Vivian Binnema
Randy Kilburn, APR	Anna Batchelor
Mike Lupien	Jennifer Cummings
Bernie Poitras, APR	Christy McPhillamey

Professional Development and Programming

The overall goal for the Professional Development and Programming portfolio of CPRS Edmonton is to host valuable professional development sessions that enhance knowledge and help PR practitioners – members and non-members alike – to sustain currency in the profession.

CPRS Edmonton strives to offer professional development and networking opportunities that are pertinent to the practice of PR and reflect what is happening in the industry. CPRS Edmonton uses professional development to stay current and on trend, to discuss and encourage best practices within the profession, and to help elevate the profession at the local level.

CPRS Edmonton offered a number of exciting and unique professional development sessions in 2013-2014:

DATE	SESSION TITLE & SYNOPSIS	SPEAKER
May 2013	Think Strategically, Act Social! Most communications professionals know that using social media is an important part of their communications tool kit. But too few of us apply the rigor of outlining strategy and tactics to position social media successfully within our organizations, or for our clients. In this session, Adam Rozenhart, Digital Stratgetist, Calder Bateman Communications, outlined the kind of thinking that should go into a solid - and most importantly, actionable - social media strategy. From considering your audience, to planning how to respond in a crisis, and everything in between.	Adam Rozenhart, Digital Stratgetist, Calder Bateman Communications
September 2013	Keep the Love Alive – CPRS Edmonton Fall Mixer John and Cheryl fell in love at The Nina Haggerty Centre for the Arts. First with art. Then with each other. We were excited to combine our love of public relations—not to mention our affection for wine and food—into an evening of fun networking, new connections and a social media campaign presentation entitled KEEP THE LOVE ALIVE to kick off the year.	
October 2013	Campaigning & Communicating: Edmonton's 2013 Mayoral Candidates CPRS Edmonton invited you to hear the communications strategies, inspirations and aspirations of three of Edmonton's 2013 mayoral candidates three days prior to the election.	2013 Mayoral Candidates: Karen Leibovici Don Iveson Kerry Diotte
November 2013	2013 Alberta Floods: Capitalizing on Social Media During a Large Scale Emergency Governments around the world are turning to social media and online communication to deliver programs and speak directly to constituents. Alberta is no exception. In this session, Brian Mulawka, Digital Communications and Issues Manager with Alberta Justice and Solicitor General, discussed some of the	Brian Mulawka, Digital Communications and Issues Manager, Alberta Justice and Solicitor General

	<p>ways the Alberta government has had success using video, Twitter, Facebook and other online and digital tools to help Albertans access government information and programs. He specifically looked at the 2013 Alberta floods as an example of how government capitalizes on social media tools during a large scale emergency.</p>	
December 2013	CPRS Edmonton Holiday Mixer	Hosted at Cask & Barrel. Entertainment provided by Blues, Jazz and Folk singer, Cayley Thomas.
January 2014	<p>Is Your Digital Communication Working?</p> <p>In January, we posed the questions: Your clients, and even your own company are testing the waters of digital communication, but is it working? Are you meeting your strategic objectives? How do you evaluate the impact of your activity in the digital space?</p> <p>This interactive and practical presentation looked at how companies can select what to measure given their strategic framework, options for selecting the right tools for monitoring and measuring, and examples from the real world.</p>	Communications/PR Consultants, Sharon Bell & Tema Frank
February 2014	<p>Tricks of the Trade: A Panel Discussion</p> <p>CPRS Edmonton was pleased to present an honest panel conversation surrounding four of Edmonton's leading creative firms on how you can ensure the best results for your organization.</p> <p>The panel discussed tips, tactics and other lessons learned through their years of working with clients.</p>	<p>Panel Members:</p> <p>Venita Heiland, Partner, Vision Creative</p> <p>Martha Jamieson, Vice President, DDB</p> <p>Catrin Owen, Senior Consultant, Calder Bateman</p> <p>Scott Winder, President, Sticks & Stones</p>
March 2014	<p>Thirsty Thursday</p> <p>PR practitioners came out for an informal evening of round table discussion and analysis of the PR side of some of the latest newsworthy (and of course controversial!) events, including:</p> <ul style="list-style-type: none"> • Rob Ford • Former Lululemon CEO, Chip Wilson • Alison Redford's travel expenses • Canada's withdrawal from Afghanistan • Don Iveson at the 6-month mark 	<p>Discussion Leaders:</p> <p>Dan VanKeeken, ABC (President Elect, CPRS Edmonton Board)</p> <p>Sandra Thornton, APR, FCPRS</p> <p>Stuart Adams, APR</p>

Communications

During 2013-14, the communications chair actively communicated to the society membership on behalf of the CPRS Edmonton board of directors. These services included:

- Free eJobline services for public relations practitioners and local employers to promote career opportunities to members.
- Distribution of the e-newsletter and eJobline to more than 1,500 subscribers in Edmonton and area.
- Promoting various CPRS functions through a variety of social media.
- Communicating CPRS board business as required throughout the year (E.g., accreditation information; mentorship program activities; membership month promotional materials; CPRS National conference).
- Responding to inquiries from member, subscribers and employers.
- Responding to inquiries from the media

Engagement

- CPRS Edmonton has 302 likes on Facebook. On average, 80 people see our posts.
- CPRS Edmonton has over 1,640 followers on Twitter.
- On average, 30 per cent of recipients open the society newsletter.

Our social media engagement has increased over the last year and we continue to look at new ways to engage with members. This year we started a LinkedIn group where a number of discussions have already taken place about current events, public relations practices and the like. We will look to enhance engagement in all of these areas in 2014-15.

Finance

Despite a negative balance on the books for this fiscal year, the finances for CPRS Edmonton were steady and headed in a positive direction.

Professional Development remains the major source of revenue for the Edmonton society. This year's events generated just over \$14,000 although the high cost for hosting Professional Development events is eating into profit. The leadership team understands the need to offer events that break even or turn a small profit.

Dues collected from members and student members are unusually low this year as the majority of dues are remitted after the fiscal year end. In the past, dues received in April for March were accrued to the previous fiscal year. For 2014-2015 the dues will be recorded in the month they are received from National.

Since the CPRS Edmonton 50th Anniversary Celebration in Fiscal 2012/13 the Society is obligated to collect GST and apply for GST credits for 2013 and beyond. Our recent remittance to Canada Revenue Agency shows a refund of about \$1,000 coming to the Society.

Total retained earnings for the society at year-end were \$32,136.41.

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 17, 2014. 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.

Canadian Public Relations Society (CPRS) Edmonton
Profit & Loss Statement
 April 1, 2013 through March 31, 2014

	Apr 13 - Mar 14
Ordinary Income/Expense	
Income	
Local Chapter Dues	3,902.78
Professional Development Event	14,080.37
Student Membership Revenue	<u>686.51</u>
Total Income	18,669.66
Expense	
50th Anniversary Expenses	244.76
Administration	99.99
Bank Service Charges	21.84
Communications Expense	514.96
Executive Meetings	312.33
Insurance	2,674.00
Mentorship Program	44.88
Professional Development Expense	<u>17,406.27</u>
Total Expense	<u>21,319.03</u>
Net Ordinary Income	-2,649.37
Other Income/Expense	
Other Income	
Other Income	<u>1,000.00</u>
Total Other Income	<u>1,000.00</u>
Net Other Income	<u>1,000.00</u>
Net Income	<u>-1,649.37</u>

Canadian Public Relations Society (CPRS) Edmonton
Balance Sheet Summary
As of March 31, 2014

ASSETS

Current Assets

Chequing/Savings	32,247.26
Other Current Assets (GST Credits)	<u>3,227.48</u>
Total Current Assets	<u>35,474.74</u>

TOTAL ASSETS

35,474.74

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities (1)	<u>3,338.33</u>
Total Current Liabilities	<u>3,338.33</u>

Total Liabilities

3,338.33

Equity

32,136.41

TOTAL LIABILITIES & EQUITY

35,474.74

Notes to Statement

(1) GST Payable to Canada Revenue Agency