



Canadian Public
Relations Society

Edmonton Society

2016 - 2017 Annual Report



Commitment, Creativity and Volunteerism Drive CPRS Edmonton

At the beginning of the year, we set the tone with our three main values as a Board. We wanted to give our members a supportive environment, professional experiences and high quality offerings.

We hit the year off with a bang at our Fall mixer on the rooftop of Manulife Place. Nearly 100 people attended, and the excitement was palpable. Most impressively, we had almost the entire Public Relations program out from MacEwan University. We heard from many members they felt welcomed and

SUPPORTED.

We created a new website for our members that provides timely information on events, career listings, mentorship opportunities and **QUALITY OFFERINGS.** We hosted a wicked Christmas party with lots of energy at the Church of John nightclub, and most recently, we had our largest turn out yet for a discussion of the communications approach for the Fort McMurray fires that gave huge insight into a **PROFESSIONAL EXPERIENCE.**

All of this has been managed by the Canadian Public Relations Society Edmonton Board, which is completely a *volunteer* role. Every person on the Board is also a busy Communications Professional. With that come challenges around commitment, creativity and passion that are needed throughout the year. I would like to take this opportunity to thank our Board members for the countless hours of effort needed to pull off great events and provide members with current information and mentorship.

There is incredible talent in Edmonton, and this is apparent with the four recent new APRs: Tadra Boulton, Jill Noble, Nikki VanDusen and Sara Alaric – congratulations on your stellar achievement.

We also lost a Life Member and co-founder of CPRS Edmonton this year, Mr. Bill Rees (*see in memoriam tribute on p.6*). Bill started working in radio as a high school student in Regina and continued to a successful career, including work with the Alberta Public Affairs Bureau. He was a highly valued, long-time member of the Canadian Public Relations Society and a decades-long volunteer with the downtown Edmonton YMCA, where he had an office and they put his name on the building. We are truly saddened by this loss and will miss having Bill's wisdom at our events. Bill was a gentleman who exuded Public Relations values and ethics.

I am honoured to serve as the President of the Canadian Public Relations Society Edmonton. I have met incredible people on the Board, in our Membership and among new students in the profession.

We have an unbelievable communications community in Edmonton, and you are helping us build a foundation of support and excitement as we continue to raise the bar of excellence.

Thank you for your loyalty to the profession, your enthusiasm for wanting more in communications and your dedication to relationships. We couldn't do it without you.

Yours in Public Relations,

**Cecilia Bloxom, ABC, APR
President**

Leadership Matters

Your CPRS Edmonton Board of Directors worked hard to bring you opportunities to come together, learn new things, share your experiences and elevate the profession from the inside out. We strive to ensure 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.

Cecilia Bloxom, ABC, APR
President

Melissa Pennell
Vice President

Dan VanKeeken, APR
Past President

Marjorie Henderson
Secretary

Catherine Hoac
Treasurer

Tim Conrad, APR
Accreditation Chair

Brian Mulawka
Communications Chair

Paul Oss
Professional Development Co-Chair

Mary McIntyre
Professional Development Co-Chair

Josie Hammond-Thrasher
Membership Chair

Jamie Ausmus
Mentorship Chair

Membership Momentum

CPRS members are the most passionate communications professionals in Canada. The past year demonstrated the strength of commitment our Edmonton members have for our society. Despite Alberta's tough economic times, our chapter grew its membership level from the previous year and secured its spot as the fifth largest of the 15 local societies in Canada.

CPRS Edmonton's membership is up by 13 percent as of year-end March 31, 2017—surpassing our goal of increasing membership by 10 percent! Our distinguished ranks include 27 Accredited Public Relations (APR) professionals, three Life Members and five members of the CPRS College of Fellows (FCPRS):

Membership	March 2017	March 2016
Current members	148	135
Student members	41	32

You've shown your commitment. In return, we commit to you that we'll continue to build a strong and vibrant local chapter—the more members we have, the more networking and professional development opportunities you get. Plans are underway to establish a membership team for the upcoming year, with an increased focus and effort on member retention, new member recruitment and lapsed member renewal. We need your help to keep the momentum going.

Visit cprs.ca/membership/benefits.aspx to learn about the CPRS Membership Referral Program, which offers a \$100 credit for each new referral that's approved for full membership. You can use your credits towards national programs, accreditation costs, membership renewal fees and more.

A+PR: Accreditation

We've had a great three years in accreditation, with an increased number of candidates and a strong success rate.

Accreditation supports public relations professionals through all stages, from prospective candidates through to achievement of their accreditation. Candidates must self-identify to the chair, once they have entered the process. Some candidates choose to use support resources they may have within their existing network; others use those provided by the chapter or national organization. In recent years, the national support has expanded greatly which, along with other support, has resulted in many successful accredited members joining the ranks in the Edmonton chapter.

CPRS also provides an option for professionals who previously attained an ABC, allowing them to apply for their APR through a shortened process. The Edmonton chapter saw its first candidate successfully through this process last year.

This year, we saw four professionals successfully achieve accreditation, and we have four candidates in process for 2017/18.

CPRS Edmonton's newest accredited members:

Sara Alaric, APR
Tadra Boulton, APR
Jill Noble, APR
Nikki Van Dusen, APR

Please join us in congratulating our newest graduates. They have survived a tough test of their knowledge and application of the public relations practice, theory and ethics. Congratulations!

For more information on accreditation, see accreditation on either cprsedmonton.ca or cprs.ca

Honing our Skills

Professional Development in 2016/2017

During the season, we successfully hosted six PD luncheons, two seasonal events and partnered with iMEDIA, as the Keynote Sponsor, to present the iMedia Conference.

Mix and Mingle - CPRS Edmonton Fall 2016 Mixer | Sept 15, 2016

(CPRS Board Members)

Our September 2016 fall mixer kicked off our professional development (PD) season with a bang! We had a great turnout, nearly 100 communication professionals and students joining us on the rooftop terrace at Manulife Place.

Communicating in the Crowded Post-Secondary Landscape | Oct 21, 2016

(Alison Turner & Dan VanKeeken)

A panel that covered communicating in the crowded post-secondary landscape reinforced that the communications landscape is continually evolving, and so is the face of post-secondary communications—one Snapchat account at a time.

Advanced Writing and Brand Journalism Workshop | Nov 8, 2016

(Mark Ragan)

Members who attended the writing and brand journalism workshop with Mark Ragan, Publisher and CEO of Ragan Communications, Inc., learned the principles of brand journalism, including how to write like a reporter, think like a publisher and put emotion at the heart of stories. Attendees also learned how to use social media content to boost website traffic and to write and manage content that appeals to today's hectic reader.

CPRS Holiday Mingle and Jingle Dec. 15, 2016

Exploring the Brave New World of New Media | Jan. 20, 2017

(Lloyd Lewis)

To start the new year Lloyd Lewis, from the new website Todayville, raised ethical questions we all need to consider in our role as communicators in today's media saturated society.

Navigating the Media Aftershock | Feb. 24, 2017

(Sharon MacLean)

In February, Sharon MacLean, a veteran communications strategist, examined and questioned why we must engage subscribers and build a social enterprise as we create content. Attendees learned about how corporate brands and journalism media can move closer together as strategic partners.

iMedia Conference | March 17, 2018

(Adam Rozenhard, Jennifer Hollet)

CPRS Edmonton partnered with iMedia to sponsor speakers Adam Rozenhard, DDB Canada, and Jennifer Hollett, Twitter Canada. The iMedia Conference covered the latest trends in social media marketing and other emerging digital media applications. We were proud to hear from the hundreds who attended the conference that the sessions engaged and educated them, providing many applicable and helpful takeaways.

The Fort McMurray Fires and Crisis Communications | April 21, 2017

(Jordan Redshaw, Diane Bégin)

Those who were able to get a ticket to our sold out April session heard Diane Bégin, Vice-President of Social Marketing & Brand Communications for APEX Public Relations/ruckus Digital, and Jordan Redshaw, Recovery Task Force Communications

Manager for the Regional Municipality of Wood Buffalo, share what they experienced during the May 2016 Fort McMurray wildfire. They discussed how they used communication to achieve the ultimate objective of keeping everyone in the community safe. Attendees learned the importance of flexibility and adaptability in crisis communication plans.

AGM | May 26, 2017

What makes a national social media and awareness campaign effective

| May 26, 2017

(Cecilia Bloxom)

Our very own CPRS Edmonton President, Cecilia Bloxom, spoke to attendees about how the Canadian Patient Safety Institute (CPSI) engaged healthcare providers and patients across the country through a diverse campaign. Attendees learned how to engage a diverse, national audience, how Twitter, gamification, videos and publications can have a lasting impact and how technology helped make it possible to get millions of impressions.

Visit the events page of cprsedmonton.ca to learn about upcoming professional development sessions and key take-aways from past PD sessions.



It's as much about listening as it is about talking

Good communication is more than the way we talk: it's about the way we listen. You've told us what's important to you, and we're responding. The CPRS Edmonton Board is committed to keeping an open dialogue with our members and we appreciate your feedback as it helps us to do our job better, which is all about serving the membership and the larger PR community in Edmonton.

You said you needed to hear more from us, and in 2016/17 we upped our game. We aimed to give more notice for upcoming professional development sessions, more information about mentorship opportunities, more updates on what our board is doing and how you, the members, fit in.

We overcame a serious communication setback when our new website was hacked several times over a short number of months. We have since implemented several added security features to help avoid a similar situation in the future.

Our professional development luncheons proved to be popular throughout the year, and our Advanced Writing and Brand Journalism Workshop was a particular hit. So much so that Twitter activity related to the workshop was trending in Canada on the day the workshop was held (November 9, 2016).

As we move into 2017/18, CPRS Edmonton remains committed to open, timely and two-way communication with our members. As we strive to enhance PR in our city and beyond, we welcome any and all feedback, suggestions or ideas you may have about how we communicate with you. Feel free to reach out to us at communications@cprsedmonton.ca.

Guiding A new flock

Mentorship program

Year after year, the Mentorship program provides a tight-knit support network to the many protégés who participate with the help of stellar mentors, all of whom are dedicated senior professionals in the Edmonton community. This year marked the fourth birthday of our Mentorship program and, as in all of our previous years, it proved to be an invaluable experience for all who participated.

We hosted 13 mentors throughout the year and helped facilitate 14 pairings amongst our student members-with one mentor working doubly hard with two protégés-for a total of 25 participants. Each year the program grows by a handful of participants and we are proud to say that it's the dedicated mentors and eager protégés who make it so successful every year.

The Mentorship program helps new practitioners get their footing in the communications industry and prepares them for their first job

and the many new experiences a career in communications brings. We are grateful for all of the mentors who stepped up to provide guidance to a protégé, or two, and gave them some insight into what it means to be a professional in public relations.

With huge thanks, we'd like to acknowledge our volunteers for this year: Sabrina Licata, Lauren Arscott, Jackie Spurrell and Lesa Converse. Their assistance in keeping participants organized throughout the program, working as facilitators all year, proved to have a big impact on our pairings, guiding them throughout their time together and answering their questions along the way. They are a true testament to the word 'professional' and to the public relations industry.



William John Rees

In Memoriam

(April 26, 1928 – Feb 3, 2017)

Life Member of CPRS and co-founder of the Edmonton society, Bill Rees was quiet and reserved, but also very generous, kind and caring. He lived life with laughter, enthusiasm, joy and a sense of humour. He had a keen interest in his community, country and world affairs, as well as his professional association.

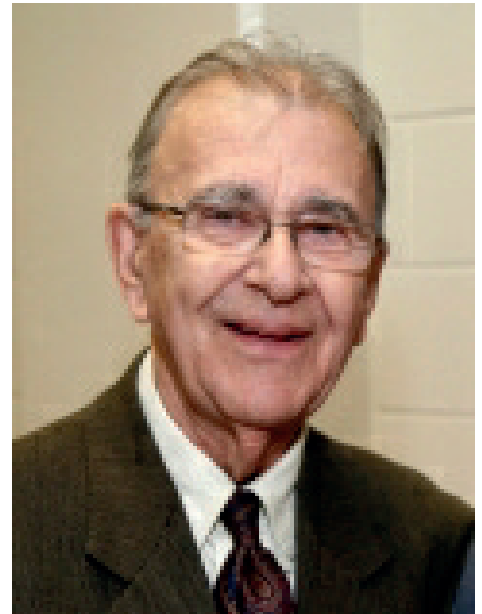
Bill found joy in serving others: his family, his church and the community through the YMCA, as well as CPRS. He loved to sing in his church choir and served his church in many capacities. Bill quietly modeled service during his almost 60 years as a YMCA volunteer in both Regina and Edmonton. He was a passionate YMCA youth leader, swim and fitness instructor, fundraiser, board member (both local and YMCA Canada), board chair and international advocate.

He worked in Association Services as a full-time volunteer for YMCA in Edmonton for almost 30 years. Bill's personal volunteer impact is recognized and celebrated each year as YMCA presents the *Bill Rees Volunteer Awards* in his honour. The *Bill Rees YMCA* in Edmonton was named after him.

Bill started working in radio as a high school student in Regina and continued to have a successful career, including through work with the Alberta Public Affairs Bureau. He was a long time member of CPRS and became a Life Member of CPRS Edmonton, which he helped found over 50 years ago. Bill was also instrumental in forming the Regina chapter of Junior Chamber of Commerce, and was recognized as a Jaycees Senator (#304).

Bill is lovingly remembered by his brother James (Margaret) and his niece Catherine Rees (Ross Alden) and the many friends he held as extended family. Bill was predeceased by his father Ronald, mother Rebecca and nephew David.

CPRS Edmonton is truly saddened by this loss. We will miss having Bill's wisdom at our events, which he rarely missed. Bill was a gentleman who exuded Public Relation values and ethics.



Bill was a valued Life Member of CPRS Edmonton and an inspiration at every one of the professional development luncheons he regularly attended. I loved the stories he shared about earlier days in public relations. Sincere condolences to his family and close friends. He will be missed.

Sharon Hawreluk, past president, CPRS Edmonton

Statement of Financial Position

Year Ended March 31, 2017 – Unaudited
(see notice to reader)

	2017	2016
Assets		
Current		
Cash	\$ 34,743	\$40,603
Goods and services tax recoverable	272	-
	\$ 35,015	\$ 40,603
Liabilities and Net Assets		
Current		
Accounts payable and accrued liabilities	\$1,801	\$4,000
Goods and services tax payable	-	845
	\$ 1,801	4,845
Net Assets - Unrestricted	33,214	35,758
	\$ 35,015	\$40,603
Revenues		
Professional development events	\$ 8,443	\$11,238
Membership dues	6,272	6,990
Student membership	1,950	585
Other	-	571
Donations	-	1,000
	16,665	20,384
Expenses		
Professional development	\$ 13,697	\$ 12,001
Insurance	1,891	-
Professional fees	1,800	1,500
Communication	1,403	2,121
Office and administration	275	249
Executive meetings and travel	126	1,532
Bank charges	17	3
Accreditation expense	-	2,050
	19,209	19,456
(Deficiency) Excess of Revenues over Expenses	\$ (2,544)	\$ 928
Net Assets - Beginning of year	\$ 35,758	\$ 34,830
(Deficiency) Excess of Revenues over Expenses for this year	(2,544)	928
Net Assets - End of Year	\$ 33,214	\$35,758

Notice to Reader

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, 2017 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 Banow Edmonton LLP

Chartered Professional Accountants

Edmonton, Alberta
April 26, 2017

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.



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