



Canadian Public
Relations Society

Edmonton Society

2018–19 ANNUAL REPORT





Catherine Hoac, Treasurer; Cecilia Bloxom, Past President; Josie Hammond Thrasher, President; Mary McIntyre, Programming Chair

EVOLVING EXPECTATIONS

Cecilia Bloxom, Conference Chair

Each year, the CPRS National Conference welcomes hundreds of delegates from across Canada. Featuring a combination of keynote speakers, parallel workshops, panel discussions and evening activities, its primary goal is to further professional development in the field of public relations, and provide networking opportunities with many top Canadian practitioners.

This year's Conference takes place at Edmonton's Fairmont Hotel Macdonald, between June 16 and 18, and will feature:

- The who's who of public relations and communication professionals from across the country gathering to discuss

a wide range of topics inspired by our theme: **Evolving Expectations;**

- The chance to connect with influential CPRS members representing various sectors of the communications industry;
- Workshops, research and panel discussions about emerging trends and findings from leading Canadian experts;
- The opportunity to help influence and shape the future of Canadian public relations and communications;
- Sponsors and exhibitors showcasing products and services to help you deliver results for your clients and employees;

- A celebration of CPRS Major Award and National Award of Excellence winners, as well as the newest members of the College of Fellows, APR recipients and successful PRK exam writers; and
- The chance to experience everything Alberta's capital has to offer, while enjoying the state-of-the-art amenities of our host hotel, Fairmont Hotel Macdonald, Edmonton's only four-diamond *Chateau on the River* and one of the city's most sought-after locations.

MENTORSHIP

Marjorie Henderson and Mikiko Van Horn, Education and Mentorship Co-chairs

For the sixth year in a row, the CPRS mentorship program provided protégés and mentors in Edmonton the opportunity to meet, collaborate and grow together. Protégés are generally communications and public relations students who are still beginning the process of developing careers. This makes them ideal candidates to learn from the program's mentors, who each have a minimum of five years in the communications industry under their belt.

Benefits of this program range from learning new skills to developing a greater understanding of communications theory to networking and building new relationships. This year we hosted seven pairings for a total of 14 participants.

Led by co-chairs Marjorie Henderson and Mikiko Van Horn, two aspects of the portfolio experienced notable growth. This year saw the expansion of our pool of

mentors with over half of our seven mentors participating for the first time. Their diverse backgrounds in digital media strategy, health care communications and media relations complimented the variety of skills that already exists amongst our current mentors. It also helped widen the career experiences protégés could learn from.

Another exciting development was the creation of "communications shop tours." These tours brought protégés into active work environments where they saw how communications is strategized and disseminated in real time with experienced communicators. Tour locations included health care and government organizations. Protégés who participated in these tours indicated that they found these opportunities of great value and enjoyment.

As this is the end of both co-chairs' terms in this position, Marjorie and Mikiko are

proud to have fostered these initiatives over the past year last year. While the mentorship program provides invaluable opportunities for mentors and protégés to connect, it would be nothing without the dedication and enthusiasm of its participants. It has been a gift to meet and introduce new protégés and new mentors into the program. We hope our mentors will join the program again next year and that our protégés will go on to enjoy great success in their careers. It would delight us if they found their way back into the program as mentors in the future.

Finally, we would like to express our gratitude for the opportunity to volunteer with the Edmonton chapter of CPRS and serve the community in our co-chair roles. It has been an honour and a privilege to work with our talented board members and help contribute to the future of the communications community through the mentorship program.



CPRS Edmonton Board (L to R) Mikiko Vanhorn, Tadra Boulton, Halle Hochachka, Mary McIntyre, Sonya Jongsma Knauss, Melanie Houley, Josie Hammond-Thrasher; Lyn Brown, Catherine Hoac, Peter Haight, Marjorie Henderson;

2018/19 PROFESSIONAL DEVELOPMENT

Mary McIntyre, Programming Chair, and Gwendoline Hunka, Director-at-Large

This season we brought in local, national and international guest speakers to provide our members and Edmonton's public relations community varied opportunities to strengthen their skills.

We kicked off our season with two professional development (PD) sessions in September 2018. Communication professionals and students from Edmonton and area joined us on the Rooftop Terrace at Manulife Place. We offered members and non-members two seasonal events, five PD sessions and partnered with IABC Edmonton to host a sixth session in February 2019.

The conversation for our September 6 salon session focused on this question: as CCOs (where C stands for character) how do we anticipate, prevent and contain issues arising from disreputable actions when social media amplifies globally and moves at lightspeed? Barbara Reylelts shared the power digital media storytelling and how to tell stories in your own work. Shawna Randolph gave examples of how to measure your success and how to excel at getting your organization's "good news stories" out to the community to boost or maintain a positive public perception. A panel of leading communicators spoke to

why a strong ethical foundation is a must. The Q&A session brought it back to basics with our panel members sharing the principles that guide them and shape their corporate conversations. Our Krismas at the Kasbar event was a great success! Huge thank you to Yianni's for hosting us, and to our fantastic prize sponsors: Ponytails and Horseshoes Salon, Splash Poke, and Famoso Pizza Whyte Ave.

Attendee feedback continues to provide valuable input. We listened and in response we added evening events and varied the venue locations.



PROFESSIONAL DEVELOPMENT EVENT	GUEST SPEAKERS	DATE
How good is your DEW Line in this age of transparency, transgressions and tweets?	Jocelyn Fraser: Post Doctoral Fellow, University of British Columbia	September 9, 2018
CPRS Edmonton Rooftop Patio Fall Mixer	CPRS board members	September 19, 2018
The Anatomy of Storytelling	Barbara Reylelts: Recently Retired News Director, CBJR6 News, Duluth, Minnesota, USA	October 16, 2018
Maintaining a Positive Public Perception Through News Media Coverage	Shawna Randolph: Shawna Randolph Communications	November 20, 2018
Krismas at the Kasbar - CPRS Edmonton 2018 Holiday Mixer	CPRS board members	December 6, 2018
Communication Ethics in an Information Age	Panelists: Colin Babiuk: Assistant Professor, MacEwan University Carmelle Boston: Brand Marketing Director, Alberta Innovates Tadra Boulton: Executive Officer, Alberta Office of the Seniors Advocate Moderator: Romany Rzechowicz: Communication Advisor, Government of Alberta	February 13, 2019
Challenges and insights on launching a new brand and new hotel build in Edmonton	Steven Walton: Sales & Marketing Director, JW Marriott	April 15, 2019
AGM & Vision for the future and support of our CPRS Local Societies	Victor Vrsnik, In-coming CPRS National President	May 13, 2019

PREPARE FOR CAREER GROWTH WITH ACCREDITATION

Tadra Boulton, Accreditation Chair

Accreditation is a voluntary certification program for public relations professionals administered by the Canadian Public Relations Society (CPRS).

The purpose of CPRS Accreditation is to assess a member's depth of experience and competence in the professional practice of public relations and to recognize this achievement through the designation of Accreditation.

The Accreditation process is a measure of the extent of your practical experience and competence in the field as judged by peers. To meet eligibility requirements to pursue the designation, you:

- Have been employed full-time in a public relations position or have owned your own public relations business for at least five years;

- Spend at least half of your professional time involved with specific public relations activities; and

- Are a member in good standing of the Canadian Public Relations Society.

The program involves a rigorous evaluation of the skills and competencies needed to practice public relations at a senior executive level and establishes standards for professional practice. It measures experience and strategic thinking, not specific academic knowledge; however, it is necessary to have a foundation of knowledge of public relations theory and policy issues to achieve Accreditation.

The CPRS Edmonton Chapter Accreditation Chair supports public relations professionals who are interested in pursuing Accreditation. The chair can help with any

questions, support with the application process and studying. Once accepted, candidates may choose to study on their own, connect with webinars and resources offered through the national office and website or work with the Accreditation Chair who can offer support through study groups or one-on-one consultation.

Are you ready to take on the challenge? Visit cprs.ca/accreditation for information and to access a professional self-assessment tool.

Deadline for application is December 1 each year.



EVOLVING MEMBERSHIP

Melanie Houley, Membership Chair

Since forming in 1963, CPRS Edmonton has been advocating for the advancement of profession as well as the advancement and professional development of its members. Over this time, our industry has seen massive change and CPRS Edmonton has endeavoured to provide the support needed for our members to adapt and become change leaders. To this end, our focus this past year has been on evolving CPRS Edmonton to meet changing economic and workplace realities and evolving to meet current member needs.

In our annual survey, as well as emails and conversations with members, we heard there was an expectation for more variety in our professional development offerings and we responded with a blend of evening and daytime sessions in a variety of venues, topics and formats. We also heard finding the time and budget to attend sessions and engage with CPRS can be a challenge due to factors ranging from a shift in the economy, members living outside the Edmonton area and increasingly busy personal lives. As such, to accommodate differing member needs we offered a range of free, \$15 and \$35-dollar local sessions and CPRS National hosted free monthly webinars where members could

participate live or view on-demand as their schedule permits. To access this impressive archive of professional development webinars visit the CPRS website: cprs.ca/learn.

In the upcoming 2019/20 year, balancing the needs of our increasingly diverse membership will continue to be a worthy challenge and we want to encourage members to reach out to membership@cprs.ca to share your thoughts on how we can make membership more valuable to you. Relevance and value differs person-to-person and to ensure we are reflecting the diversity of members; we need; and look forward to your feedback.

The 2018/19 year saw an increase in CPRS Edmonton's membership numbers and while a direct correlation cannot be made for the increase, factors include a strong and vibrant PR-Comms community, a range of professional development opportunities and the excitement of hosting the national conference.

MEMBERS: 125
RETIRED MEMBERS: 5
AFFILIATE MEMBERS: 3
STUDENT MEMBERS: 20

The CPRS Edmonton Chapter is also proud to boast:

- Twenty-nine Accredited Public Relations (APR) professionals
- Three Life Members with over 30+ years' experience
- Six members of the CPRS College of Fellows (FCPRS) for those with 20+ years' experience.
- Fifty per cent of our members are senior-level with 10+ years' experience.

CPRS Edmonton provides an opportunity to connect with industry peers and leaders, to address challenges impacting the profession, access professional development and receive awards and credentials to stand out in the crowd. We hope you are able to find value in these opportunities and we will continue to work to meet your evolving expectations in the upcoming year. Thank you for your membership and for making our chapter stronger.

**as of May 9, 2019*

SECRETARY'S REPORT

Peter Haight

The past year saw a major step forward to shifting the Society towards the Google platform. Building on the work of previous boards to transition from Drop Box to G Suite, the Society was successful in moving over to G Suite for Non-Profits. This allows the Society to take advantage of features in G Suite Basic. The benefits of adopting the G Suite mean the Society can bring its administrative functions under one roof where they can be accessed by future Boards and make the transition

from year to another smoother.

In November, the Society amended its bylaws to change quorum from 20 per cent to 10 per cent for Annual General Meetings and Special General Meetings. In recent years, past Boards have struggled to achieve quorum, which was making it difficult for the Society to transact business.

Efforts were also being made to make the proxy process electronic, starting with the

2019 Annual General Meeting, to make it easier for members to participate in the Society's business.

Following the quorum amendment, a thorough review of all bylaws was started. This review was done to ensure the language throughout was consistent and that they aligned with the National society. The bylaws were being brought forward for Society to consider at the 2019 Annual General Meeting.

2019 STATEMENT OF FINANCIAL POSITION

ASSETS	2019	2018
Cash	\$32,756	\$33,489
Accounts Receivable	206	109
Goods and services tax recoverable	318	372
	\$33,280	\$33,970
LIABILITIES AND NET ASSETS		
Accounts payable and accrued liabilities	\$2,375	\$3,579
<i>Net Assets - Unrestricted</i>	30,905	30,391
	\$33,280	\$33,970
REVENUES		
Professional development events	\$6,355	\$13,454
Membership dues	5,734	4,287
Student memberships	960	1,657
	13,049	19,398
EXPENSES		
Professional development	\$6,675	\$15,087
Communication	3,055	1,596
Professional fees	1,800	1,800
Office and administration	614	475
Insurance	361	1,510
Bank charges	30	2
Executive meetins and travel	-	1,728
Mentorship Program	-	23
	12,535	22,221
<i>Excess (Deficiency) of Revenues Over Expenses</i>	\$514	(\$2,823)
NET ASSETS - BEGINNING OF YEAR	\$30,391	\$33,214
Excess (Deficiency) of Revenues over Expenses	514	(2,823)
<i>Net Assets - End of Year</i>	\$30,905	\$30,391

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, 2019 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.

The financial statements for the year ended March 31, 2018 were compiled by another accounting firm and were neither audited nor reviewed and are presented for comparative purposes only.

RSM Alberta LLP
Chartered Professional Accountants
Edmonton, Alberta
May 6, 2019

LIFE MEMBERS

ANDREA COLLINS, APR

Andrea Collins, APR, is president of ROI Communications, a full service marketing and communications consulting firm based in Alberta. Andrea has 40 years’ experience in communications, marketing and professional writing, including 15 in management. She is currently trying to retire (her 4th attempt).

A native of Winnipeg, Andrea completed a two year communications diploma with a major in public relations in the 1970s. She then worked at a major shopping centre, advertising agency and the Manitoba government (tourism). During this time, she joined CPRS and was a member for three years before leaving full time work to raise her children and do freelance work. In 1985, Andrea became Public Relations Director and Foundation Coordinator for a hospital, and then to a position at Manitoba Health, a stint as Marketing Manager at University of Manitoba and as National Marketing Manager for Investors Group. During these years, she also completed a

B.A. in Administrative Studies. She also served on the board of CPRS Manitoba, as professional development chair, vice-president and president (which at that time included serving on the national board of directors) and completed her APR in 1987.

Andrea moved to Edmonton in 1999 to work as Marketing Director for a college and then to the Alberta Government where she worked in Health and Community Services. She started her own consulting business in 2003. Some of her clients have been with her since the start; all of her work comes from referrals. During these years, Andrea taught PR and writing courses at University of Alberta and MacEwan. She did volunteer work with the Edmonton society and for CPRS National including as an accreditation grader and exam writer, a judge for the national awards and chair of the Yocom committee. She was accepted into the College of Fellows in 2007, the first female Fellow in Edmonton, and later became an adjudicator



for the College. Andrea moved to Calgary at the end of 2015 and remains an active CPRS volunteer, supporting PR students through mentoring and networking events. She continues to attend CPRS national conferences because “there is always something to learn” and to meet up with colleagues from across Canada.

LESLIE BEARD, COMMUNICATIONS SPECIALIST

I am a strategic thinker and empathetic listener who uses these skills to bring out the best in leaders and organizations. My executive leadership background and corporate communications experience has helped me distinguish myself as an expert in building strong reputations for CEOs and other leaders, during both times of opportunity and in crisis situations. I've always been attracted to the communication needs and challenges of large, complex organizations, whose work often causes an immediate emotional reaction from the public. I spent more than 20 years in senior leadership positions: first with a major multinational chemical company and then with one of Canada’s largest health regions. In 2005, I started by own communications consultancy, serving a wide-range of clients from health-care systems to mu-

nicipalities, oil and gas sector companies, public agencies, school boards, business groups and other non-profits. The strategy sessions that I facilitate involve stakeholders with a myriad of different perspectives, the goal of which is always to try and achieve consensus and an increased understanding through a collaborative process. As well as showing clients how good communications can build trust, influence and institutional reputation, I am the co-founder of The Corporate Voice check-up, a proprietary integrated media audit and training program for today's modern leader, sharing how a strong institutional voice uses emotions and facts to influence public opinion. I am currently working toward my Certified Professional Facilitator certification and have taken several courses through ICA Associates (The



Art and Science of Participation, Facilitated Planning, and Group Facilitation Methods).



PO Box 35068, Mid Town PO,
Edmonton, Alberta
T5K 0L0
cprsedmonton.ca