



Canadian Public  
Relations Society

Edmonton Society

# 2017 -2018 ANNUAL REPORT

## MESSAGE FROM THE PRESIDENT: STICKING TO OUR VALUES

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As my two-year term as president of the Canadian Public Relations Society (CPRS) Edmonton draws to a close, I'd like to share some of my thoughts with you.

**THANK YOU** for showing me how easy it was to stick to the values we agreed upon as a board over the past two years. These included offering **QUALITY** experiences for our members, being a **PROFESSIONAL** society that maintains a certain standard, and being **SUPPORTIVE** so that everyone feels welcomed.

When I started out in public relations in 1999 at Lethbridge Community College I never thought I would have an opportunity to be a part of the CPRS board. I can confidently say this opportunity was because of the people who believed in me. These incredible mentors I have had along the way who have pushed me to do more, be more and expect more.

In fact, one of my favourite stories of this past year involves mentorship. I heard about a CPRS mentor who sent flowers to MacEwan to her CPRS protégé who had landed her dream job at ATB. That to me is public relations and a true demonstration of what this industry is about, **RELATIONSHIPS**.

**RELATIONSHIPS** are more important now than ever. We need to take care of each other and ourselves. One of our most well attended professional development events this year focused on mental health and how important this is in a busy industry like ours. It was a gift to be reminded to slow down, hit pause and be mindful.



We also learned a great deal from one of Alberta's best, Peggy Garritty, on the importance of starting with **WHY**. In taking on the president role and volunteering on the CPRS board for the past eight years my **WHY** has been YOU. To me it is about building community, forging relationships, mentoring protégés and absorbing and learning from what a significant and impactful communications network we have in Edmonton.

It's with mixed feelings that I share that we are losing Melissa Pennell who is moving on to other opportunities. Melissa is one board member who can tackle any role single-handedly. Melissa has been the champion behind too many events to count and her professional and reliable approach will be dearly missed. Thank you for all your heavy lifting Melissa.

We are saying goodbye this year to Dan VanKeeken, who finishes his term as past president. Dan has been a solid backbone of the CPRS board for eight years. He is a man of many talents and always believes in the underdog. Dan's leadership and dedication to CPRS Edmonton had a very positive impact on board recruitment, and he is one of the cheerleaders who helped Edmonton secure the National Conference for 2019.

My passion will not slow down as I take on the leadership role as the Local Advisory Chair of this year's National CPRS Conference to be hosted at the brand-new Edmonton JW Marriot. Entitled, **Evolving Expectations**, we landed on this theme to encapsulate how much the expectation on us as communicators has grown. We will see upwards of 500 communicators from across Canada descend on our energized city. I encourage you to join me in welcoming our CPRS colleagues from coast to coast.

I am now passing the torch to the very capable and engaging Josie Hammond-Thrasher and I know she will pull you in with her magic.

See you at **Evolving Expectations 2019**.

Yours in Public Relations,

A handwritten signature in black ink that reads "Cecilia Bloxom".

Cecilia Bloxom, APR, ABC

## MENTORSHIP PROGRAM - 5 YEARS IN THE MAKING

Now in its fifth year, the CPRS Mentorship program continues to influence and shape the careers of Edmonton communicators. It is an invaluable part of our CPRS chapter that connects community members, facilitates the exchange of knowledge and introduces new experiences to junior and senior practitioners. This year, we are proud of the success we have achieved and the lessons we learned along the way.

One of the greatest challenges we experienced this year was a sudden change in the program's leadership in mid-October. Due to unavoidable circumstances, the portfolio chair stepped down. In his place, two of our board members, Mikiko Van Horn and Marjorie Henderson, stepped forward to lead this portfolio, pairing applicants and facilitating first meetings.

Despite the odds and the late start date, the mentorship program started in the new year and has been an overall success. It was truly a great learning experience for the board, as the portfolio was lead for the first time by co-chairs, along with the support of volunteers.

Boasting 20 participants, the ten pairings have reported thorough enjoyment of the program and the career support they have been given. Each individual in a pairing benefits from participating in the mentorship program.

For mentors, the program is the chance for them to give back to our local public relations community and help shape the future leaders of our profession. We often hear from our mentors that the program provides them with a renewed sense of purpose and perspective. While working with a protégés, mentors also have the opportunity to support a new talented colleague—one with whom the mentor may collaborate for years to come. It has fostered many significant relationships between many protégés and mentors, over the past five years.

Protégés received invaluable insight into the communications field and often remain in touch with their mentors over the duration of their careers. Feedback given to us from participants indicated that they felt comfortable having open, honest conversations and received exceptional job-related support.

It is with tremendous gratitude that we acknowledge our returning volunteer, Lauren Arscott. She has been both dependable and generous with her time in supporting CPRS. We thank her for her commitment to the society. We would also like to extend our thanks to both the new and returning mentors and our protégés--without you, this program would not be possible.

- Marjorie Henderson



### CPRS EDMONTON LEADERSHIP

**Cecilia Bloxom, APR**  
President

**Tadra Boulton, APR**  
Accreditation Chair

**Melissa Pennell**  
President – Elect

**Josie Hammond-Thrasher**  
Membership Chair

**Dan Vankeeken, APR**  
Past President

**Mary McIntyre**  
Programming Chair

**Catherine Hoac**  
Treasurer

**Sonya Jongsma-Knauss**  
Communication Co-Chair

**Marjorie Henderson**  
Secretary, Mentorship and  
Education Chair

**Halle Hochachka**  
Communication Co-Chair

**Mikiko Van Horn**  
Mentorship Co-Chair

## ACCREDITATION MAKES A DIFFERENCE

Accreditation is a voluntary certification program for public relations professionals that is administered by the Canadian Public Relations Society and identifies practitioners who have depth of experience and competence in the professional practice of public relations.

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. Support is available to those who are just curious and have questions, with the application process, studying and exam preparation.

Candidates must self-identify to the chair once they have been 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 by arranging study groups or offering one-on-one sessions.

Two practitioners from Edmonton added APR to their credentials in 2017. Congratulations to Carrie Rosa, APR and Crystal Komanchuk, APR. There are four candidates from the Edmonton Chapter qualified in 2018.

Are you ready to pursue Accreditation? Visit [cprs.ca/accreditation](http://cprs.ca/accreditation) for information and to check out the self-assessment tool.

- Tadra Boulton

### TO APPLY FOR ACCREDITATION, YOU MUST:

- Be a member in good standing with the Society
- Be employed full-time in a public relations position for at least five years
- Spend at least half your professional time involved in public relations.

## STEADY MEMBERSHIP

CPRS Edmonton's focus on boosting careers by providing lively networking mixers, strategic and tactical professional development opportunities, a one-on-one mentorship program, and regular career listings, has distinguished us within the profession. As always, we experience fluctuations in Student, Associate, and Affiliate membership from year-to-year. However, our full membership has remained extraordinarily steady over the last decade.

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<b>CURRENT MEMBERS</b>	<b>127</b>
<b>LAPSED MEMBERS</b>	<b>25</b>
<b>STUDENT MEMBERS</b>	<b>26</b>

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Our distinguished ranks include 28 Accredited Public Relations (APR) professionals, three Life Members and five members of the CPRS College of Fellows (FCPRS). More than 50 per cent of our members are senior-level practitioners with 10+ years of experience in the profession.

PR practitioners that have been a member for three years and have been engaged on a national level will likely remain a member for their entire career. In other words, CPRS Edmonton's stability increases as we encourage more of you to become APRs, award-winners, conference presenters and committee volunteers.

I had the privilege of serving on behalf of CPRS Edmonton as the mock client for Sherrell Steele's Communications Research and Internal Communications classes at Grant MacEwan University this year. We tasked the students with the organizational challenge of figuring out how to best attract and retain Student members, and how to best engage and communicate with Full members. It will come as no surprise to the many MacEwan grads in our ranks that the calibre of communications plans and proposed solutions was exceptional. I look forward to working with the board this year to implement many of the students' suggestions for increasing our focus and efforts on member retention, new member recruitment and lapsed member renewal. Our huge thanks go to Sherrell, her students and MacEwan for the opportunity!

We need your help as we continue to build a strong and vibrant local chapter. Visit [cprs.ca/membership/benefits](http://cprs.ca/membership/benefits) 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 credits towards national programs, accreditation, membership renewal fees and more. - Josie Hammond-Thrasher



*CPRS Edmonton Board in May 2017 (left to right): Mikiko Van Horn, Tadra Boulton, Cecilia Bloxom, Melissa Pennell, Catherine Hoac, Mary McIntyre, Josie Hammond-Thrasher, Marjorie Henderson, Shiva Kumar, Sonya Jongsma-Knauss, Halle Hochachka*

## **CONNECT IN SO MANY WAYS WITH CPRS EDMONTON**

Communication is the basis of all good relationships, both personal and professional. As professional communicators, the members of the CPRS Edmonton board hold ourselves responsible to provide a high level of dialogue and interaction with our members, and we do that in a variety of ways. We interact with members on a variety of digital media platforms, along with in-person networking and professional development luncheons.

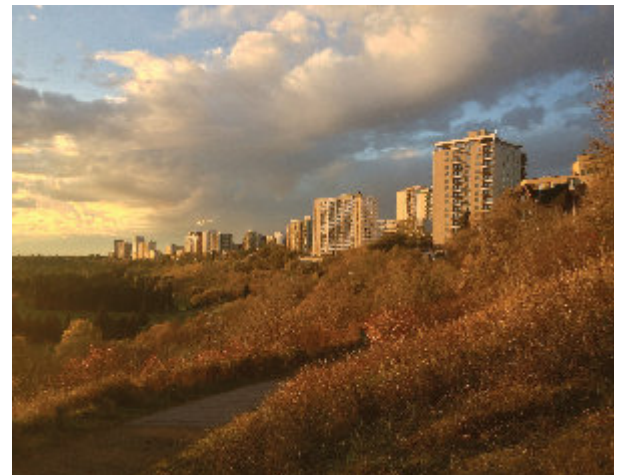
The CPRS website, <http://cprsedmonton.ca>, features job postings sent from employers around the greater Edmonton region. We also share these on social media as a service to our members and to local companies, helping connect PR professionals to workplace needs.

We also communicate via email, our website, and social media about each month's professional development luncheon. We have had some sold-out luncheons this year, including one that really seemed to resonate with members, "Working Minds: Maintaining Mental Health in the Workplace."

As we move into 2018/19, CPRS Edmonton remains committed to open,

timely, two-way communication with our members. As we strive to advance 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. - Sonya Jongsma-Knauss

[communications@cprsedmonton.ca](mailto:communications@cprsedmonton.ca)



## 2017-2018 PROFESSIONAL DEVELOPMENT SESSIONS

<p><b>ROOFTOP PATIO FALL MIXER</b></p>	<p>SEPTEMBER 13, 2017</p>	
<p><b>I HATE NETWORKING</b> (BUT I STILL NEED A GOOD NETWORK!)</p>	<p><b>NADINE RIOPEL:</b> author and creator of the we hate networking club monthly meeting group</p>	<p>OCTOBER 20, 2017</p>
<p><b>REAL EMOTION IN REAL TIME</b> HOW TO MANAGE CHALLENGING SITUATIONS AND BUILD PRODUCTIVE CONVERSATIONS</p>	<p><b>CATRIN OWEN:</b> CEO Calder Bateman Communications</p>	<p>NOVEMBER 17, 2017</p>
<p><b>JINGLE, MIX &amp; MINGLE</b></p>	<p>DECEMBER 7, 2017</p>	
<p><b>WORKING MINDS:</b> MAINTAINING MENTAL HEALTH IN THE WORKPLACE</p>	<p><b>DAVID GRAUWILER:</b> Executive Director, Alberta Division, Canadian Mental Health Association</p>	<p>JANUARY 20, 2018</p>
<p><b>REPUTATION AND BRAND:</b> STRATEGIC PLANNING IN COMMUNICATIONS</p>	<p><b>PEGGY GARRITTY:</b> Chief Reputation and Brand Officer, ATB</p>	<p>FEBRUARY 16, 2018</p>
<p><b>PUBLIC RELATIONS AND NEWS MEDIA:</b> NAVIGATING THE LANDSCAPE</p>	<p><b>ROB MCANALLY:</b> Managing Editor, CTV <b>TIM SPELLISCY:</b> Former VP, Global</p>	<p>MARCH 16, 2017</p>
<p><b>BUILDING A SOCIAL MARKETING CAMPAIGN</b></p>	<p><b>GEOFF GRIMBLE:</b> DDB Edmonton World Wide Communications Group</p>	<p>APRIL 20, 2018</p>
<p><b>AGM</b> &amp; STORYTELLING IN HEALTH CARE</p>	<p><b>DR. VERNA YIU:</b> President and CEO of Alberta Health Services</p>	<p>MAY 18, 2018</p>

- Mary McIntyre

## MANY OPPORTUNITIES FOR PROFESSIONAL GROWTH

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Our local communication and public relations experts ensure our members have multiple and varied opportunities to learn, grow and further develop their skills. Our experts volunteer their time and share their knowledge in our professional development sessions. This provides public relations' students and our members with learning opportunities that help them stay abreast of industry practices and trends, gain experience and identify opportunities for growth.

Attendees also include non-members who have a professional interest in the guest speaker activities. We saw over 200 attend in the first seven events with two more sessions to come.

Our volunteer guest speakers hailed from a wide variety of subject fields, service areas and interdisciplinary groups. During the 2017-18 season, we hosted two seasonal events and seven professional development sessions. Our diverse topics drew in public relations and marketing professionals who ranged from generalist to specialist and junior to seasoned. Our guest speakers

shared their expertise in the following sessions: I hate networking (but I still need a good network!); Real emotion in real time: How to manage challenging situations and build productive conversations;

Working minds - maintaining mental health in the workplace; Reputation and Brand: Strategic Planning in Communications; Public relations and news media: navigating the new landscape; Building a Social Marketing campaign and Storytelling in health care.

We are grateful to receive our attendees' feedback. It provides valuable input for future topics and helps us provide relevant sessions as we move forward.

*- Mary McIntyre and Mikiko Van Horn*



## 2018 AUDITED FINANCIAL STATEMENTS

	2018	2017
<b>ASSETS</b>		
CURRENT		
Cash	33,489	34,743
Accounts receivable	109	-
Goods and services tax recoverable	372	272
	<b>\$ 33,970</b>	<b>\$ 35,015</b>
<b>LIABILITIES AND NET ASSETS</b>		
CURRENT		
Accounts payable and accrued liabilities	3,579	1,801
<b>NET ASSETS - UNRESTRICTED</b>	<b>30,391</b>	<b>33,214</b>
	<b>\$ 33,970</b>	<b>\$ 35,015</b>

	2018	2017
<b>REVENUE</b>		
Professional development events	\$ 13,454	\$ 8,443
Membership dues	4,287	6,272
Student memberships	1,657	1,950
	<b>\$ 19,398</b>	16,665
<b>EXPENSES</b>		
Professional development	15,087	13,697
Professional fees	1,800	1,800
Executive meetings and travel	1,728	126
Communication	1,596	1,403
Insurance	1,510	1,891
Office and administration	475	275
Mentorship program	23	-
Bank charges	2	17
	<b>\$ 22,221</b>	19,209
<b>DEFICIENCY OF REVENUES OVER EXPENSES</b>	<b>\$ (2,823)</b>	<b>\$ (2,544)</b>

- Catherine Hoac





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