

Essentials  
e-Newsletter of CPRS Vancouver

Issue 27 – February 15, 2004

Essentials is designed to provide you with timely and relevant information about CPRS events, news, members and other items of interest. Twice each month you will receive this newsletter by e-mail to your desktop. Address changes can be sent to [admin@cprsvancouver.com](mailto:admin@cprsvancouver.com).

## **Speakers Series**

### **Corporate responsibility by the Sierra Club**

*Noon February 26, 791 West Georgia*

Sierra Club of Canada Executive Director Kathryn Molloy will discuss corporate responsibility at this lunch event. Molloy was principal of a Victoria-based firm serving environmentally and socially progressive clients. Watch the CPRS Vancouver website and upcoming Essentials for more information.

**When:** Noon February 26

**Where:** Four Seasons Hotel, 791 West Georgia Street, Vancouver

**Cost:** TBA

**How:** Register by calling CPRS @ 604-633-1433. Visit [www.cprsvancouver.com](http://www.cprsvancouver.com) for information.

## **Professional development**

### **Bring your presentations to life**

*March 12, 1111 West Georgia*

Carol Doscher, President of New York-based GraceWorks and a trainer & coach will teach you how to make your presentations sizzle in this two-hour energizer. This seminar is a joint presentation with IABC Vancouver.

**When:** March 12, registration 7:30 a.m., event 8 to 10 a.m.

**Where:** Terasen Gas Building, 1111 West Georgia Street, Vancouver

**Cost:** \$75 CPRS and IABC members, \$115 non-members, \$50 students

**How:** Register by calling CPRS @ 604-633-1433. Visit [www.cprsvancouver.com/prodevelopment.html](http://www.cprsvancouver.com/prodevelopment.html) for information.

Registration's going quickly. Join CPRS & IABC for one of the highlight PRO-D events of the year.

If you have suggestions for upcoming offerings, email CPRS Pro-D Chair Jeff Domansky at [jdomansky@peakco.com](mailto:jdomansky@peakco.com)

## **Student event – SOLD OUT**

### **Working with the media**

*6 p.m. Feb. 17, Vancouver Sun office*

Jamie Pitblado, Director of Marketing & Communications with the Pacific Newspaper Group, will speak about the ins and outs of working with the media, how to get a story printed, what the media is looking for, and more.

**When:** SOLD OUT

**Where:** SOLD OUT

**Cost:** SOLD OUT

**How:** SOLD OUT

## **How are we doing?**

This is your last chance to let CPRS Vancouver know how it could improve its service to you. Please take a minute (or less) to answer 10 quick questions aimed at providing the Society with an expert's perspective ... yours.

Go to: <http://www.surveymonkey.com/s.asp?u=21189356278>

## **CPRS Vancouver membership draw**

There's a lot of good reasons for maintaining your membership in the Canadian Public Relations Society. CPRS is the largest professional organization for public relations practitioners in Canada. Membership in CPRS Vancouver grants access to the on-line job registry, professional development sessions, Speakers Series lunches, and information geared to the leading-edge public relations practitioner.

And, if you renew or sign up as a new member between February 15 and March 31, 2004, you'll be entered into a draw for a Whistler Getaway Package for two, courtesy of Tourism Whistler. It includes:

- Two nights for two at the Delta Whistler Village Suites ([click link](#))
- A snowmobile tour for two from Canadian Snowmobile Adventures ([click link](#))
- Two lift tickets for two days, courtesy of Whistler Blackcomb ([click link](#))

Student members and CPRS board members are excluded from the contest.

## **Summer help**

### **Douglas College looking for work-experience employers**

Douglas College's professional writing program is welcoming work-experience employers for summer 2004. If you are interested in hiring a summer student for research, writing, editing, and design, check out [www.douglas.bc.ca/pf/](http://www.douglas.bc.ca/pf/) and contact coordinator Maureen Nicholson @ 604-527-5292 or [printfutures@douglas.bc.ca](mailto:printfutures@douglas.bc.ca).

## **Volunteer opportunity**

### *Crisis centre recruiting for Events & Communication Committee*

The Crisis Intervention and Suicide Prevention Centre of British Columbia is recruiting public relations volunteers to join its Events & Communications Committee.

The Crisis Centre, founded in 1969, is a non-profit, volunteer organization committed to helping people help themselves and others deal with crisis. It provides two services: the 24 Hour Distress Line and the Community Education Program – a school-based suicide prevention program for high school students.

The committee will work on initiatives including a communications plan to promote the centre's 35-year anniversary, planning and promoting community events, volunteer appreciation night, and a major fundraising event.

**How:** email your resume and a covering letter to [tkeddy@crisiscentre.bc.ca](mailto:tkeddy@crisiscentre.bc.ca).

## **Keeping Track**

**Peggy John** has taken on the Director of Editorial position with **Canada Wide Magazine & Communications**. She was previously Director of Public Relations at the **Justice Institute of BC**.

**John KaGeorge** has joined **James Hoggan and Associates** as an account manager. KaGeorge comes to Hoggan with a decade of communication experience in the health and tourism sectors around Canada and the U.S.

## **Quote of the month**

*"Truth is generally the best vindication against slander."*  
Abraham Lincoln

Got news? The next Essentials comes out March 1, 2004. Deadline for submissions: noon Feb. 25, 2004. Please send them to [s.hall@telus.net](mailto:s.hall@telus.net). Submissions may be edited for brevity, accuracy, clarity, or taste. (c) 2004.