

Essentials
e-Newsletter of CPRS Vancouver

Issue 24 – January 1, 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.

CPRS Vancouver's winter social

Santa's Nothin' Without Those Elves!

The Dec. 10 CPRS Christmas Party was a great success thanks in no small part to all those elves who contributed corporate "booty and swag" so the good girls and boys of CPRS Vancouver could take home a special something.

Mike Leland of UNICEF made sure no-one went away empty-handed, delivering 50 packages of UNICEF Christmas cards for everyone who attended.

Other gifts were donated by Sue Bossley and the Chianti Cafe, Terri Smolar and the Knowledge Network, Kathy Taylor and Contemporary Communications, Kevin Boothroyd and Envirotest, Scott McDonald and the BC Lung Association, Steven Forgas and Intrawest, Kate MacDonnell and the Fraser River Port Authority, Monica Hayes and the Westin, Karen Cook Boas and James Hoggan and Associates, Don MacLachlan and Pacific Press, and Debra Jang and CNN Matthews.

Keeping Track

Miriam Zitner has been appointed as an Account Manager at Vancouver's **James Hoggan and Associates**. Zitner comes to Hoggan with seven years of experience in strategic business communications and public relations. Prior to joining Hoggan she was a Senior Account Executive in the Toronto office of one of the world's largest PR firms. She has worked as a consultant in the Toronto offices of two other PR firms, and has held communications positions with Correctional Service Canada and Environment Canada.

Linda Ong has accepted a contract position as Program Marketing Coordinator – TV, at **CBC**. She can be reached at her new work place by phone at 604-662-6332 and by e-mail at linda_ong@cbc.ca. Ong was formerly Communications Officer at Knowledge Network.

Quote of the month

"Television is a golden goose that lays scrambled eggs; and it's futile and probably fatal to beat it for not laying caviar. Anyway, more people like scrambled eggs than caviar."

Lee Loevinger, Federal Communications Commission (USA)

Got news? The next Essentials comes out January 15, 2004. Deadline for submissions: noon Jan. 11, 2004. Please send them to s.hall@telus.net. Submissions may be edited for brevity, accuracy, clarity, or taste. (c) 2003.