

Essentials  
e-Newsletter of CPRS Vancouver

Issue 33 – May 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).

## **Speaker Series Luncheon – Krispy Kreme in Canada**

*Noon April 20, Moxie's*

Come hear **Mat Wilcox** of the **Wilcox Group** discuss Krispy Kreme's introduction to Canada. The Wilcox Group worked with Krispy Kreme to develop an integrated PR strategy creating buzz throughout BC, making the brand's introduction to our province a highly-anticipated event.

**When:** Noon, Thursday, April 20

**Where:** Moxie's, 180 West Georgia Street, Vancouver

**How much:** \$26.75 for members / \$32.10 for non-members / \$32.10 student members

**How:** To register, contact CPRS Vancouver at 604-633-1433 or visit [www.cprsvancouver.com](http://www.cprsvancouver.com).

## **2004 Dean Miller Scholarship winner**

**Ben Roth** will be awarded the 2004 Dean Miller Scholarship at the May 20 Speaker Series Luncheon. Sponsored by Bowdens Media Monitoring, this scholarship recognizes the dedicated and talent of a Lower Mainland public relations student in their final year of studies.

Roth is a student at Kwantlen College and the University of Victoria, and a volunteer with the Red Cross communications team.

## **Strategic PR planning workshop online**

**The RCMP's Dr. Eli Sopow's** April 30 Pro-D seminar is now available online to CPRS-Vancouver members who did not attend the packed event. Dr. Sopow presented several stakeholder models and unique ways of approaching strategic planning. He challenged participants to raise the quality of stakeholder assessment using a "complex, adaptive systems" approach that gives a more accurate analysis of the situation prior to formulating messages and tactics.

Sopow said 80-90 per cent of human actions are based on emotion, especially powerlessness and fear of the unknown. Yet organizations typically dedicate 80-90 per cent of spending on systems and structure where emotion is little recognized. He said research shows more than 90 per cent of the public gets its information from the media and more than 80 per cent relying on TV to help gather info and formulate opinions.

Dr. Sopow's presentation is available on the CPRS Vancouver website [www.cprsvancouver.com](http://www.cprsvancouver.com).

### **Membership drive contest winner**

Gladys Johnsen of the Workers' Compensation Board won the recent membership drive contest. She was among 124 PR professionals who signed up as new members, renewed their membership, or referred a new member between Feb. 15 and March 31.

Johnsen's name was drawn for the prize of a Whistler getaway package for two, courtesy of Tourism Whistler. The package includes two nights at the Delta Whistler Village Suites, a snowmobile tour from Canadian Snowmobile Adventures, and two-day lift tickets courtesy of Whistler Blackcomb.

### **CPRS Vancouver awards**

*2004 Excellence in Communications Award applications due May 28*

For an application form and complete guidelines visit [www.cprsvancouver.com](http://www.cprsvancouver.com). Send completed submissions by 5 p.m. **May 28** to:

Excellence in Communications Award 2004 Nominations Committee  
CPRS Vancouver  
#302-1107 Homer Street  
Vancouver BC V6B 2Y1  
Tel: 604-633-1433 Fax: 604-681-4545

If you have any questions, please contact [jrnelson@telus.net](mailto:jrnelson@telus.net)

### **Ethics in Action awards**

If you know a company that's doing the right thing, nominating them for a 2004 Ethics in Action award could help them attract much-deserved recognition. The annual awards recognize organizations and individuals who "exemplify good corporate citizenship by making corporate social responsibility a key aspect of

their daily operations and who act in an ethically, socially and environmentally responsible manner.”

Call Carmen Turner at Canadian Business for Social Responsibility – 604-323-2714 or visit [www.ethicsinaction.com](http://www.ethicsinaction.com) for information. The nomination deadline is 5 p.m. June 21.

## **Keeping Track**

**Moira McDermott** recently accepted a position as Senior Communications Advisor with the ICBC's Corporate Communications Department. Prior to this position, Moira was Vice President of Cormier Communicators.

## **Quote of the month**

*"Tact is after all a kind of mind-reading."*

Sarah Orne Jewett

Got news? The next Essentials comes out June 1, 2004. Deadline for submissions: noon May 26, 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.