

## **Essentials**

e-Newsletter of CPRS Vancouver

### **Issue 15 – July 1, 2003**

*Essentials* is designed to provide you with timely and relevant information about CPRS members, events and changes. 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).

#### **It was one hot summer BBQ**

CPRS Vancouver hosted a summer BBQ at the Vancouver Lawn and Tennis Club June 24. Those in attendance took advantage of the sunshine to sip a summer beverage and chat with peers on the deck.

After an excellent buffet, members and guests applauded as our two award winners – of the first ever CPRS Vancouver Excellence in Communications Leadership Award and CPRS National's Student Award of Excellence - were announced. (See below for details)

Special thanks to Donna Denham and Catherine Robertson for assisting on arrangements for this evening.

Stay tuned to Essentials for future events.

#### **And the winner is...**

Lorie Chortlyk. Chortlyk received the first annual **Excellence in Communications Leadership Award** at the June 24 year-end CPRS Vancouver barbeque.

Her peers nominated Chortlyk for exemplary communication practices and the vision, innovation, and commitment to the profession she has consistently demonstrated during her public relations career. She currently works for the BC SPCA, and sits on the CPRS Vancouver Board of Directors.

Congratulations Lorie.

A special thank you is extended to three outstanding volunteers who helped develop this first annual award: Ange Frymire, Anna Kruse and Sheila Kern.

## **Top CPRS student award**

Kudos to CPRS-Vancouver's Amanda Malone, who was awarded the \$1,000 CPRS/CNW Student Award of Excellence at the CPRS National Conference in PEI last month.

"Amanda has been one of those students who stands above the others," says Kwantlen University College's PR Coordinator Deborah Skaey. Skaey describes Amanda as "a natural leader" and adds that as a "full-time student, full-time mother, and full-time volunteer - Amanda has managed it all well."

Instructors are encouraged to nominate students who demonstrate professionalism and leadership for this award. Candidates must be committed to pursuing a career in PR and demonstrate an ability to contribute to the status and acceptance of the profession.

"I am incredibly honored," Malone says, adding she plans to put the award money towards taking Royal Road's PR program. "It is important to me that Kwantlen's program is being recognized for its strong program. I am proud to be awarded for my hard efforts and that of the faculty."

Malone's passion is for corporate public relations. Earlier this year she was awarded CPRS Vancouver's Dean Miller/Bowdens scholarship.

## **Kamloops firm takes national PR awards**

Kamloops-based virtual marketing communications agency Communications Solutions has received national recognition for its work marketing Interior Health employment opportunities to specialist physicians.

The campaign, "Get More Life Out of Your Careers," received first place standing in the Health Care Public Relations Association of Canada's annual awards in the Special Purpose Communications division June 16. The CPRS honoured the same campaign at the PEI conference June 20 in its Marketing Communications award category.

## **Win an IABC award**

The International Association of Business Communicators (IABC) Silver Leaf Awards celebrate excellence in business communications. Canadian communicators are invited to share their best work with peers and enter the competition. Whether an arresting annual report, a consummate communications plan, or a brilliant brochure, show them what you've got.

Log on to [www.silverleafawards.com](http://www.silverleafawards.com) for details.

### **CPRS national conference info**

There were two decisions at the AGM held during the conference that CPRS Vancouver members should note. The first is that national membership fees will be increased by \$40 next year, to \$280. (Of the current \$240 fee, CPRS Vancouver receives \$60, CPRS National \$180.) The last increase in membership fees was five years ago, so this was presented as a cost-of-living increase. The second decision was to work towards streamlining the governance of the national society during the coming year. A governance task force will be putting forth a discussion paper this summer on reducing the board from the current 21 members to 12 and changing the committee reporting structure. Feedback will be sought from members before proceeding with the changes.

Even if you weren't able to make the national conference and AGM in PEI last month you can still check out some of the action. More than 200 delegates attended three days of presentations and workshops in June, all hosted by the 15-member PEI society.

Webcasts of presentations and the annual general meeting are available <<http://cprs.ir-live.com/>> through a pilot project making information from the conference widely available. Cost to subscribe ranges from \$15 to \$90 per event depending on the presentation and the format. There is a minimum order of \$45. Access to all archives ranges from \$150 to \$450 depending on whether you were at the conference and whether you are a CPRS member.

Got news? The next *Essentials* comes out August 1, 2003. Deadline for submissions: noon July 28, 2003. Please send them to **s.hall@telus.net**. Submissions may be edited for brevity, accuracy, clarity, or taste. (c) 2003.