



Canadian Public  
Relations Society  
Vancouver Society

# Canadian Public Relations Society Vancouver

Report to Members | 2025–2026



## Introduction To Members

As we reflect on the 2025–2026 season, we are proud to share a year defined by connection, collaboration, and continued growth across the CPRS Vancouver community. This year, more than ever, our chapter was shaped not only by the work of the Board, but by the active participation of our members, showing up, contributing, and helping to build a stronger professional network together.

Throughout the year, CPRS Vancouver focused on delivering relevant and accessible opportunities for learning and engagement. From sold-out professional development sessions to informal networking gatherings and mentorship connections, our programming reflected what members value most: practical insights, meaningful dialogue, and opportunities to connect with peers across the industry.

This was also a year of evolution behind the scenes. The Board strengthened internal processes, modernized communications, and continued to build the foundations needed to support long-term sustainability. From refining how we communicate with members to developing a more strategic sponsorship approach, these efforts are helping position CPRS Vancouver for continued growth and impact.

At the same time, we remained committed to supporting the next generation of communicators and advancing important conversations within the profession. Through student outreach, volunteer engagement, mentorship, and equity, diversity, and inclusion initiatives, CPRS Vancouver continues to play a role in shaping a more connected, inclusive, and forward-looking communications community.

CPRS Vancouver continues to grow because of the people who choose to show up, contribute, and invest in this community. This year made it clear that when members engage, whether by attending, mentoring, volunteering, or sharing their expertise, the impact extends far beyond individual events. As we look ahead, our focus remains on building on that collective energy and creating opportunities that reflect the evolving needs of communications professionals in Vancouver.

## Indigenous Land Acknowledgement

As Public Relations Professionals in British Columbia, we respectfully acknowledge that we live, work, and carry out our professional responsibilities on the lands of the traditional and unceded territories of the Indigenous Peoples across the province, which includes the xʷməθkʷəy̓əm (Musqueam), Sḵw̓x̓ wú7mesh (Squamish), and səilwətał (Tseil-Waututh) Nations.

We also recognize that our professional work often intersects with Indigenous communities. We pledge to consult, empower, and amplify the voices of Indigenous Peoples, ensuring that their perspectives are accurately represented in the public sphere and our work as PR professionals.

# Index

## CPRS Team

<i>President's Report</i>	7
<i>Vice-President's Report</i>	8
<i>Operations Report</i>	9
<i>Accreditation Report</i>	10
<i>Communications Report</i>	11
<i>Membership Report</i>	13
<i>Mentorship Report</i>	14
<i>PRestige Awards Report</i>	16
<i>Professional Development Report</i>	17
<i>Special Events Report</i>	19
<i>Sponsorship Report</i>	21
<i>Equity, Diversity &amp; Inclusion (EDI) Report</i>	22
<i>Students &amp; Education Report</i>	25
<i>Senior Leaders' Network Report</i>	27
<i>Student Representative Report</i>	29
<i>Volunteer Services Report</i>	30 TO BE UPDADED
<i>Treasury Report</i>	

Number may change

## Membership Recognition

Accredited Members, Fellows & Life Members

29 Number may change

## 2025 Annual General Meeting Minutes

33 Number may change

## Financial Statements

# CPRS Vancouver 2025–2026 in Numbers

**15+** events delivered  
Including professional development sessions, networking events, and community gatherings across the year.

**6+** post-secondary institutions engaged

**Strengthening connections with the next generation of communicators.**

**12+** Essentials newsletters and e-blasts published

supporting consistent member communication and engagement.

**7** professional development sessions  
High-demand, skills-based programming with multiple sold-out events.

**7** active mentorship pairs  
**Supporting meaningful one-on-one professional development.**

**56,000+**

**impressions and views Across LinkedIn, Instagram, and other channels.**

**8** Coffee & Comms gatherings

Creating accessible, informal connection points for students, emerging practitioners, and professionals.

12 senior leaders engaged  
Through curated Senior Leaders Network programming.

**4** new APR designations  
Recognizing excellence in public relations practice.

**120+** members  
A growing and engaged professional community.

**5** PRestige Award categories.

Celebrating outstanding work across the industry.

**Expanded sponsorship partnerships Supporting events and launching a new Anchor Sponsorship strategy.**

## President's Report



Carolyn Rohaly, APR  
President  
[she,her]



### Key Achievement

Over the past year, CPRS Vancouver continued to evolve into a more participatory and member-driven organization. Building on previous efforts to strengthen connection, this year saw a clear shift toward deeper collaboration, with members not only attending events but actively contributing to programming, mentorship, and community-building initiatives.

### Key Highlights

- Strong engagement across professional development and networking events
- Continued growth in mentorship and student participation
- Relaunch of sponsorship strategy underway
- Increased member involvement across multiple portfolios

### Impact on Members

Members experienced CPRS Vancouver not just as a professional association, but as a space to contribute, connect, and grow. Increased participation across initiatives strengthened peer learning and reinforced a sense of shared ownership within the community.

### Looking Ahead

Sustaining this momentum will depend on continued member participation and creating more opportunities for contribution across the chapter.

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**“The moments that stood out most weren’t just the events themselves, but the conversations before and after — where our community truly comes to life.”**

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## Message from the President

Wow. I’ve been fortunate to serve as your CPRS Vancouver President for the past three years, and I’m incredibly grateful for the trust you have placed in me.

When I began this journey, my goal was simple: to help strengthen connections within Vancouver’s communications community. Over the past three years, we have focused first on staying connected, then on building partnerships, and now on creating a chapter where members are not only participants, but active contributors.

This year reinforced something I have long believed: you get more out of your CPRS membership when you put more into it. I’ve been inspired by the members who stepped forward as mentors, speakers, volunteers, sponsors, committee members, and champions of our profession. Their generosity has helped make CPRS Vancouver more than a professional association; it has become a community where people connect, learn, and support one another throughout their careers.

As I transition to becoming your Past President, I am delighted to welcome Leslie Hacker as our incoming President. Over the past few years, I have had the privilege of working alongside Leslie and witnessing her dedication, leadership, and commitment to our members firsthand. I know she will guide CPRS Vancouver with energy, thoughtfulness, and a clear vision for the future.

Thank you to our Board of Directors, volunteers, sponsors, and members for making these past three years so rewarding. The future of CPRS Vancouver has never depended solely on its Board; it depends on all of us. I encourage you to continue showing up, sharing your expertise, mentoring others, and helping shape the next chapter of our community.

I can’t wait to see what we build together next.

Carolyn Rohaly

## Message from the Vice-President

This year has been a transformative one for CPRS Vancouver. We onboarded many new Directors, including an entirely new Events team who elevated our programming across the board, from thoughtful collaborations with PR agencies to engaging virtual events, and networking experiences across the city. We also overhauled our Communications portfolio and refreshed several others that were in need of updates, getting back on track with the support of a highly dedicated Board. As I wrap up my third year with CPRS, it has been a true honour and privilege to serve as your Vice-President, gaining insight across portfolios while helping strengthen our structure and build for what's ahead. CPRS Vancouver has built a remarkable legacy over 67 years, and I'm incredibly proud to play a part in what's to come as we continue to grow, evolve, and bring new ideas to life for our community.

*Leslie Hacker*

## Vice President's Report



**Leslie Hacker**  
Vice President  
[she,her]



### Key Achievement

A major focus this year was rebuilding and strengthening the events function by onboarding an entirely new events team across Professional Development and Special Events. This transition not only ensured continuity but resulted in a highly engaged team capable of delivering relevant, high-quality programming.

### Key Highlights

- 10+ new board members onboarded
- Full calendar of events delivered
- Reintroduction of Lunch & Learn webinars
- Multiple sold-out events and waitlists
- Increased non-member participation

### Impact on Members

Programming became more responsive to member needs, offering accessible, practical learning opportunities. Increased participation from non-members also helped expand CPRS Vancouver's visibility and pipeline for future growth.

### Looking Ahead

Creating a dedicated digital events role will allow CPRS Vancouver to scale virtual programming and reach broader audiences.

**“Seeing a professional development event sell out — and build a waitlist — was a clear sign that we are delivering real value to our community.”**

## Operations Report



**Michelle Ngai**  
Operations Coordinator  
[she,her]



### Key Achievement

This was a foundational year for operations, with a strong focus on onboarding and supporting a significant number of new board members. Ensuring a smooth transition and equipping each director with the tools and information they needed was key to maintaining continuity across all portfolios.

### Key Highlights

- 10+ new directors successfully onboarded
- Ongoing operational coordination across portfolios
- Support for board meetings and internal processes

### Impact on Members

While largely behind the scenes, effective operations enabled the board to deliver events, programming, and initiatives smoothly and consistently throughout the year.

### Looking Ahead

With a strong operational foundation in place, the next phase will focus on maintaining efficiency while supporting future growth.

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**“The holiday party continues to be a standout moment, bringing the community together beyond day-to-day work.”**

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## Accreditation Report



**Christina Shorthouse, APR**  
Co-Director, Accreditation  
[she,her]



### Key Achievement

This year, CPRS Vancouver continued to support members pursuing the APR designation, reinforcing the chapter’s commitment to professional excellence and ethical practice in public relations.

### Key Highlights

#### 4 Vancouver members achieved APR designation:

- o **Pascale Cyr,**  
M.A., APR, MCPRS, SQPRP
- o **Becky Hayton,**  
MAPC, APR, MCPRS
- o **Olivia Hung,**  
MCM, APR, MCPRS
- o **Neil Kirkland Henderson,**  
APR, MCPRS

### Impact on Members

The APR designation remains a key benchmark for professional growth and credibility. Supporting candidates through this process reinforces CPRS Vancouver’s role in advancing excellence and ethical practice in the profession.

### Looking Ahead

Continued engagement with CPRS National will be key to strengthening local support for future accreditation candidates.

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**“Achieving APR is not just a credential, it reflects a commitment to excellence, ethics, and continuous growth in our profession.”**

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# Communications Report



**Karoline Ravanelli**  
 Director of Communications  
 [she,they]



**Larissa Rodrigues**  
 Content Manager and Web Master  
 [she,her]

### Impact on Members

Communications became a stronger bridge between the board and members, improving visibility into initiatives and creating more opportunities for interaction. New approaches such as member spotlights and newsletter feedback loops helped make communications more human and responsive.

### Looking Ahead

Next steps include building a more integrated channel strategy and using data and member feedback to guide content, programming visibility, and engagement.

### Key Achievement

This year focused on modernizing CPRS Vancouver's communications approach and strengthening communications discipline across the board. A refreshed Essentials newsletter, the introduction of a Communications Process Guide, and contributions to the annual report redesign all helped shift communications toward a more strategic, community-driven model.

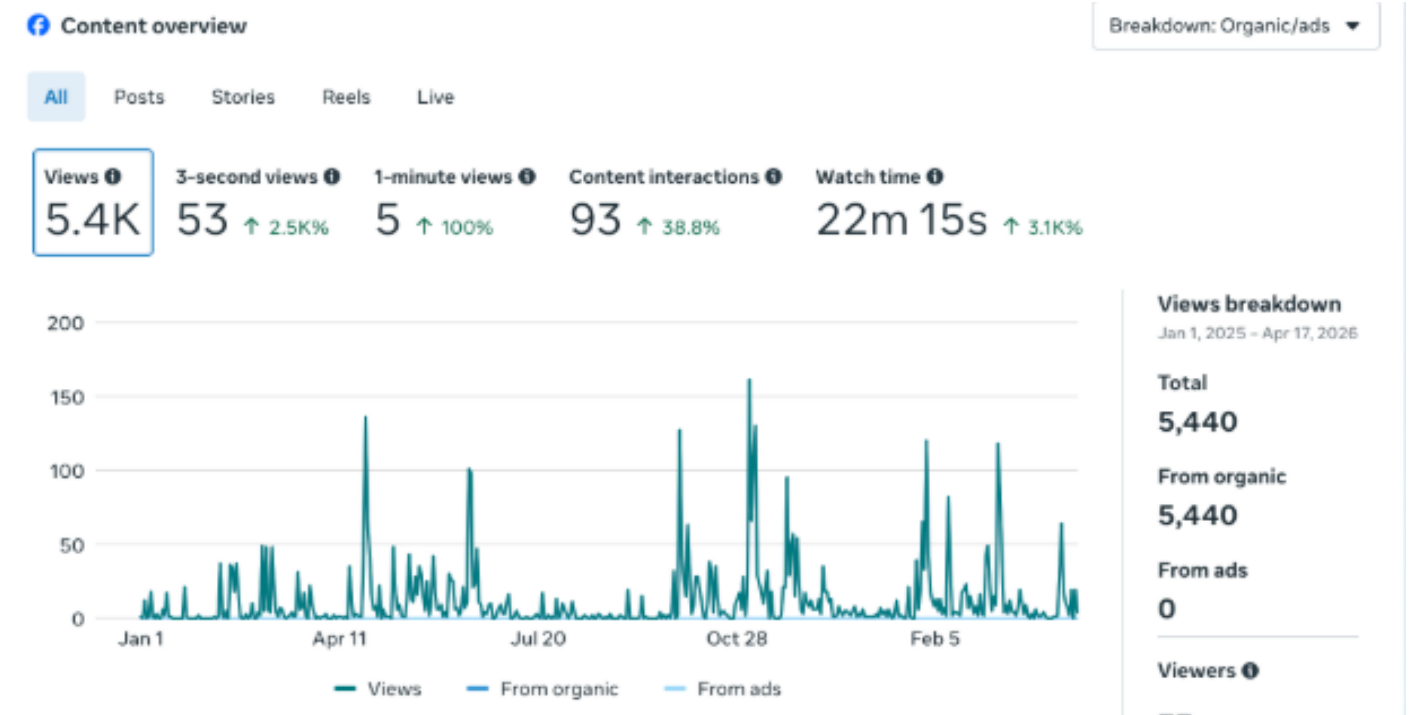
### Key Highlights

- 6 editions of Essentials published (since October)
- Communications Process Guide developed and implemented

- 2 website and member experience audits completed
- Cross-portfolio communications support delivered
- 56,000+ impressions and views across LinkedIn,
- Instagram, and Facebook
- LinkedIn: 46,227 impressions, 1,150 reactions, 98 reposts
- Instagram: 1,495 accounts reached, with 65.7% from non-followers
- Facebook: 5,440 views, with a 38.8% increase in interactions (100%organic)
- Newsletter open rates increased from 41.7% to a peak of 58.3%, stabilizing at 50.0%, indicating stronger member engagement over time

**“This was a really rewarding first year, getting closer to the communications community in Vancouver, strengthening how we work, and building a better bridge between the Board and our members.”**

# Communications Report



## Membership Report



**Dannie Wang**  
 Director of Membership  
 [she, her]



### Key Achievement

A key focus this year was strengthening member retention while continuing to build meaningful connections within the CPRS community.

### Key Highlights

- Launch of Member Uncovered campaign
- Ongoing collaboration across multiple portfolios
- Increased focus on member engagement and storytelling

### Impact on Members

By highlighting member stories and encouraging connection across portfolios, the membership experience became more personal and community-driven. This approach reinforced the value of belonging and participation within CPRS Vancouver.

### Looking Ahead

Future opportunities include expanding engagement with social organizations and continuing to uncover and connect the diverse expertise within the membership base.

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**“There is immense value within our community, our role is to help bring those insights and connections to the surface.”**

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## Mentorship Report



**Neil Henderson**  
 Director of Mentorship  
 [he, him]



### Key Achievement

This year focused on program continuity, supporting active mentorship relationships and preparing the portfolio for a strong leadership transition.

### Key Highlights

- 7 active mentorship pairs
- Mentorship cohort launched on January 15 (National Mentoring Day)
- Kick-off event hosted at Earncliffe with strong participation

### Impact on Members

Mentorship pairs continued to build meaningful professional relationships, reinforcing the value of peer learning and connection within the CPRS community.

### Looking Ahead

With program resources, tools, and documentation organized, the portfolio is well-positioned for renewed growth under incoming leadership.

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**“Seeing another mentorship cohort come together has been incredibly rewarding. As I step away after three years on the board, I’m proud to have helped shape this portfolio for its next chapter.”**

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## Quotes from mentees

*“My mentor provided thoughtful coaching throughout the program and played a huge role in encouraging me to step outside my comfort zone and work through imposter syndrome. The CPRS Vancouver mentorship has been incredibly valuable and truly instrumental in my professional growth.”*

— Riya Thomas

*“Through the CPRS Vancouver mentorship program, I was able to secure a position after graduation — one of my key goals. My mentor supported me in refining my job search strategy, strengthening my resume, cover letters, and LinkedIn profile, and building a more confident elevator pitch. Their guidance also helped me feel more focused, prepared, and clear as I evaluated my next career steps.”*

— Paahul Banwait

## PRestige Awards Report



**Alexandra Wright**  
 Director of PRestige Awards and  
 Director-at-Large  
 [she,her]



### Key Achievement

The PRestige Awards continued to provide a platform for recognizing excellence in Vancouver’s communications industry.

### Key Highlights

- 5 award categories
- Campaign launched in March
- Multi-channel promotion across email, social, and direct outreach
- Judging supported by APR members

### Impact on Members

The awards program celebrates professional excellence and strengthens CPRS Vancouver’s visibility within the industry, offering members recognition and connection opportunities.

### Looking Ahead

Continued promotion and engagement will support growth in submissions and participation.

**“The PRestige Awards are a celebration of the creativity and impact of our communications community.”**

# Professional Development Report



**Giulia Turco**  
Co-Director of Professional Development  
[she,her]



**Caroline Dobuzinskis**  
Co-Director of Professional Development  
[she,her]

designed to be practical and interactive, helping members build confidence in areas such as government relations, data for PR, and strategic communications. Smaller, discussion-based formats created space for meaningful peer exchange, strengthening both professional development and community connection. Overall, the portfolio contributed to a more engaged and collaborative PR community by prioritizing knowledge sharing and access to experienced practitioners.

### Looking Ahead

Building on this momentum, the next phase will focus on expanding both foundational and advanced programming, while continuing to prioritize timely, industry-relevant topics. There is also a clear opportunity to grow audience reach through a more consistent webinar strategy, supported by a dedicated digital events role. In parallel, securing additional sponsorship support will help scale event offerings, enhance the participant experience, and enable access to larger venues.

### Key Achievement

A key achievement this year was the delivery of Government Relations 101, a foundational session designed to demystify government relations for communications professionals. The event reached full capacity, reinforcing strong demand for practical, skills-based programming that bridges communications and public affairs. Another important outcome was securing a series of no- or low-cost venues through strategic outreach and partnerships. Locations such as Leger, Earncliffe, and SFU Harbour Centre allowed the team to manage costs effectively while still delivering high-quality learning environments.

### Key Highlights

- 7 professional development events delivered across the year, including 2 webinars
- Consistent attendance, with several sessions reaching full or near-capacity (30+ attendees)
- Multi-channel promotion across LinkedIn, Instagram, newsletter, and e-blasts
- Strong engagement supporting steady registration and increased visibility for CPRS Vancouver

### Impact on Members

This year's programming focused on delivering accessible, relevant learning opportunities for professionals at different stages of their careers. Sessions were

# Events Report

**“The strong engagement with in-person events had the greatest impact this year. Members consistently showed up not only for the content, but for the opportunity to connect with peers and industry leaders. It reinforced the value of creating spaces that combine learning with meaningful connection.”**



## Special Events Report



**Anastasia Sukhoretzkay**  
Co-Director of Special Events  
[she,her]



**Juliana Martine**  
Co-Director of Special Events  
[she,her]

### Impact on Members

Special events created meaningful opportunities for members to connect beyond formal programming, strengthening community ties and reinforcing CPRS Vancouver as a space for both professional and social engagement. These experiences contribute to a stronger sense of belonging within the local communications community.

### Looking Ahead

- The upcoming AGM will serve as a key milestone to close the year, with a focus on delivering a memorable and engaging experience. Looking forward, the portfolio is well-positioned to build on this year's learnings and continue elevating the quality and impact of CPRS Vancouver special events.

### Key Achievement

This year marked a strong first chapter for the Special Events portfolio, with the introduction of two Co-Directors in response to growing demand. This strengthened the team's ability to deliver engaging, high-quality experiences while building a foundation for future growth. A standout achievement was the successful execution of the Holiday Party, which welcomed 89 attendees and received very positive feedback from members. During the event, the team demonstrated strong adaptability and leadership by managing an unexpected venue issue caused by flooding. Through quick coordination with the venue and internal team, they secured a discount, stayed under budget, and preserved a strong partner

relationship — turning a challenge into a positive outcome.

### Key Highlights

- 89 attendees at the Holiday Party
- Successful delivery of a major networking event, including our Season Kick Off Social, with strong member feedback
- Effective crisis management during a live event
- Planning and delivery of two major events, including the AGM (in progress)
- Coordination with keynote partners, including the Vancouver Goldeneyes

**“This year showed how much can be achieved through teamwork and adaptability. Even when challenges arise, it’s the collaboration behind the scenes that ensures a great experience for our members.”**

## Special Events Report



## Sponsorship Report



**Jen Hill**  
Co-Director of Sponsorship  
[she,her]



**Meagan Wilson,**  
Co-Director of Sponsorship  
[she,her]

CPRS Vancouver events. These partnerships helped offset costs, improve the event experience, and strengthen connections between the chapter and the broader communications and business community.

### Looking Ahead

The next phase will focus on activating the Anchor Sponsorship Plan and securing long-term partners to support the full CPRS season. This approach will provide greater financial stability and enable more ambitious programming in the future.

### Key Achievement

This year's sponsorship efforts focused on both supporting immediate event needs and building a sustainable, long-term sponsorship strategy. A major milestone was the development of the Anchor Sponsorship Plan, designed to transition CPRS Vancouver from an event-based model to a more integrated, season-long partnership approach.

- strategy, and draft agreements
- Establishment of a coordinated board engagement process for sponsorship outreach

### Impact on Members

Sponsorship contributions played a critical role in enhancing the quality and accessibility of

### Key Highlights

- Multiple event sponsors and in-kind partners secured
- Partnerships with organizations including Leger, Earnscliffe, Gryphon Experience Gallery, and SFU
- Development of a comprehensive Anchor Sponsorship framework
- Creation of sponsorship pitch materials, outreach



## Equity, Diversity & Inclusion (EDI) Report



**Nevasha Naidoo, APR**  
EDI Director  
[she,her]



discussions and decision-making across portfolios and within members' own organizations.

### Key Highlights

EDI content aligned with key awareness dates, including:

- National Day for Truth and Reconciliation
- Black History Month
- International Women's Day
- Sikh Heritage Month
- Ongoing research and reporting on national EDI trends
- Contributions to CPRS Vancouver blog and social media channels

### Key Achievement

This year's EDI work focused on bringing clarity to a rapidly evolving national landscape and translating those developments into meaningful insights for CPRS Vancouver.

Through ongoing research and knowledge-sharing, the portfolio helped the Board better understand how shifts in government policy, public opinion, and workplace expectations are shaping equity, diversity, and inclusion across Canada.

Key topics included federal policy developments, evolving public sentiment, and research from organizations such as the Future Skills Centre, Diversity Institute, and Environics Institute. This work provided valuable context to support more informed

### Impact on Members

This year's approach focused on making EDI more practical and actionable for communications professionals. By sharing real-world examples and accessible insights, members were better equipped to integrate inclusive thinking into their planning, messaging, and decision-making.

The inclusion of diverse perspectives across content also helped foster a stronger sense of representation within the community, while providing students and emerging professionals with clearer examples of inclusive communications in practice. This work further positioned CPRS Vancouver as a thoughtful and intentional voice in advancing inclusive communications.

### Looking Ahead

The next phase will focus on continuing to track how EDI is being integrated into communications strategies across Canada, with an emphasis on sharing practical applications and emerging best practices with members.

**“Success for this portfolio means advancing EDI conversations in PR while sharing practical, impactful content that professionals can apply in their everyday work.”**

# EDI Highlights - Graphics

National Day  
for Truth and  
Reconciliation  
September 30



Celebrating International Women's Day by recognizing our female-led, gender diverse board

<b>Candynahaly APR</b> President	<b>Leela Sankar</b> Vice President	<b>Christine Burrows MPA, APR</b> Co-Chair of Communications	<b>Karoline Busch-Russell</b> Director of Communications	<b>Michelle Johnston</b> Member	<b>Rebecca Sadek, APR</b> Member - Diversity, Equity and Inclusion (DEI)
<b>Shirley Wong</b> Member of Communications	<b>Neil Henderson</b> Member of Communications	<b>Shila Turin</b> Co-Chair of Communications	<b>Caroline Dubois-Gauthier</b> Member	<b>Jane Ling</b> Member of Communications	
<b>Arachana Subramaniam</b> Member of Communications	<b>Juliana Whittier</b> Co-Chair of Special Events	<b>Ann Hill</b> Co-Chair of Communications	<b>Elaine McLaughlin Wilson</b> Co-Chair of Communications	<b>Angela Stone</b> Member of Communications	<b>Alexandra Sargent</b> Member of Communications
<b>Elan Paris</b> Director of Students, Education and Emerging Professionals	<b>Karissa Scherer</b> Member of Communications	<b>David Lane</b> Member of Communications	<b>Michelle Ngai</b> Member of Communications	<b>Larissa Rodrigues</b> Member of Communications	

# Students and Emerging Leaders Report



**Elan Paris**  
*Director of Students, Education and Emerging Professionals*  
[she,her]

**Key Highlights**

- Outreach initiated with 6 post-secondary institutions (SFU, BCIT, Langara, UCW, CapU, KPU)
- Development of a structured student outreach strategy
- Creation and update of a centralized post-secondary contact list
- Ongoing engagement with students and emerging professionals through events and networking

**Impact on Members**

This work helped strengthen CPRS Vancouver’s connection with the next generation of communications professionals. By building early relationships with students and emerging practitioners, the portfolio contributed to a stronger pipeline of future members and increased awareness of CPRS as a resource for career development.

In-person engagement through events and informal conversations, along with follow-up connections on LinkedIn and informational interviews, helped make the organization more approachable and accessible to those starting their careers.

**Key Achievement**

In her first year as Director, Elan focused on building a strong foundation for student engagement and outreach. A key achievement was the development of a structured approach to connecting with post-secondary institutions across the Vancouver area. In collaboration with the Students portfolio, this included updating a centralized contact list and initiating outreach to target schools. The team also established a plan to visit institutions each semester, creating more consistent opportunities to introduce students to CPRS Vancouver and encourage early engagement.

**Looking Ahead**

The next phase will focus on building on this foundation by introducing dedicated programming for students and emerging professionals. This includes opportunities such as targeted events or “Ask Me Anything” sessions designed to support networking, mentorship, and early career development.

**This year was about building the foundation – creating those first connections with students and showing them that CPRS is something they can be part of early in their careers.**

## Students and Emerging Leaders Report



**Kelsea Arbour**  
Co-Representative  
[she,her]



**Heidi Lans**  
Co-Representative  
[she,her]

### Key Achievement

This year focused on creating meaningful connection points between students, emerging practitioners, and industry professionals. A key initiative was the launch of the Coffee & Comms series, designed as a consistent, low-pressure space where participants could engage in open, authentic conversations and build relationships. In parallel, the portfolio began outreach to post-secondary institutions, introducing students to CPRS Vancouver and starting to build early connections with future members.

### Key Highlights

- 8 Coffee & Comms events hosted
- Outreach initiated with 3+ post-secondary institutions

- Dozens of organic, mentorship-style connections formed

### Impact on Members

These initiatives helped make CPRS Vancouver feel more approachable and accessible, particularly for those early in their careers. By creating informal, welcoming spaces, Coffee & Comms encouraged participation



without the pressure of traditional networking, allowing students and emerging professionals to engage more confidently with the community. School outreach also helped position CPRS as part of a longer professional journey, supporting a stronger pipeline of future members and contributors.

### Looking Ahead

The next phase will focus on deepening relationships with post-secondary institutions and growing Coffee & Comms into a more established and recognizable program, with expanded opportunities for mentorship and connection.

**Creating spaces where people can show up as themselves and have real conversations has been incredibly rewarding, it's where genuine connection and community begin.**

## Senior Leaders' Network Report



**Jiana Ling**  
Director, Senior Leaders' Network  
[she,her]

### Key Achievement

This year's focus was on strengthening connections among Vancouver's most experienced public relations and communications professionals through curated, peer-focused engagement opportunities. The portfolio continued to support CPRS Vancouver's commitment to senior practitioners, including APR holders, FCPRS members, and professionals with more than 15 years of experience.

A key highlight was the Senior Leaders Network dinner held in May at JEON Vancouver, which brought together 12 senior leaders for an intimate evening of discussion and connection. The smaller-format setting created space for candid conversations on leadership, emerging industry issues, and the evolving role of senior communicators.

### Key Highlights

- Senior Leaders Network dinner hosted at JEON
- Approximately **12 senior leaders engaged**
- Curated, small-group format to support deeper conversation
- Focus on leadership dialogue and industry insights

### Impact on Members

*The Senior Leaders Network provides a unique space for experienced professionals to connect with peers in a more focused and meaningful way. By fostering trusted dialogue in a smaller setting, the portfolio helped strengthen professional relationships, encourage knowledge-sharing, and reinforce CPRS Vancouver's value for senior practitioners seeking both insight and community.*

### Looking Ahead

Looking ahead, the focus will be on creating more frequent and consistent opportunities for senior leader engagement. Based on member feedback, there is a clear opportunity to expand preferred formats for connection and further strengthen this network as a space for leadership dialogue and professional support.

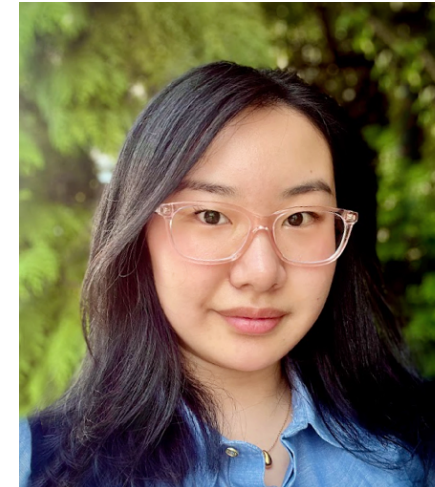
**Creating space for candid, peer-to-peer conversations among senior leaders is where some of the most meaningful connections – and insights – happen.**



## Senior Leaders' Network *Report*



## Volunteer Services *Report*



**Angela Shen**  
 Director, volunteer services  
 [she,her]

### Key Achievement

This year's focus was on strengthening volunteer engagement by creating more meaningful opportunities for students and professionals to contribute to CPRS Vancouver events. A key achievement was aligning volunteer skills with event needs, ensuring strong operational support while also providing valuable, hands-on experience for those involved.

In addition to coordination, the portfolio contributed to community engagement through event videography and photography, capturing the in-person moments



that define CPRS Vancouver's community. Support for initiatives such as International Women's Day also helped elevate diverse voices through visual storytelling and design.

### Key Highlights

- Increased student involvement in volunteer roles
- Volunteer support across multiple CPRS events
- Event photography and videography capturing key moments
- Contributions to EDI initiatives through visual content (e.g., International Women's Day)

**“Success for this portfolio is a vibrant and diverse volunteer pipeline, where students feel empowered to apply their skills and contribute meaningfully to the future of PR.”**

# Volunteer Services Report

## Impact on Members

Volunteer services played an important role in strengthening the connection between the communications industry and emerging professionals. By creating accessible and structured opportunities for involvement, students gained practical experience and a stronger sense of belonging within the PR community.

This work also supported CPRS Vancouver's broader commitment to inclusion by making EDI more visible and actionable, helping emerging professionals understand its importance as a foundational skill in communications.

## Looking Ahead

The next phase will focus on deepening engagement with post-secondary institutions and creating more structured pathways for students to contribute to CPRS Vancouver initiatives, particularly in communications and digital storytelling.

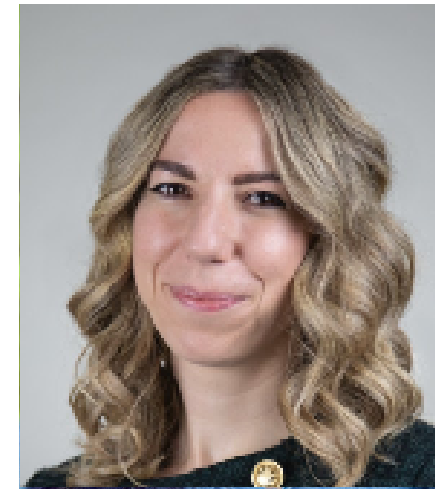
## Volunteer Spotlight

*“Volunteering matters to me because it’s about getting involved and learning. Through volunteering with CPRS Vancouver, I feel like I was able to build a community with all the professionals that attend CPRS events. It also helps me feel more comfortable putting myself out there. Without volunteering, my networking skills wouldn’t be where they are now, and I wouldn’t have learned insights from people who work in comms and PR.”*



**Cristina Matus**  
Events Volunteer, [she,her]

# Treasury Report



**Michelle Johnston**  
Treasury  
[she,her]

## Key Achievement

This year's financial management focused on maintaining stability during a transition period, with the President overseeing the portfolio for part of the fiscal year before the onboarding of a new Treasurer in 2026.

Despite ongoing challenges, including the continued loss of job board revenue, the organization maintained financial oversight and adapted its approach to support ongoing operations and programming.

## Key Highlights

- Portfolio transition successfully managed during the fiscal year
- Total assets at year-end: \$21,373.70
- Total revenue: \$19,840.58



- Total expenses: \$31,781.80
- Overall net result: \$11,941.22 (compared to \$7,096.65 loss in 2024-2025)
- Closure of GIC account, with assets now reflected in cash balance

## Impact on Members

Strong financial stewardship ensures the continued delivery of CPRS Vancouver programming, events, and member services. Despite revenue constraints, the organization remained committed to offering accessible, high-quality opportunities for professional development and community engagement.

## Looking Ahead

The focus moving forward will be on strengthening revenue streams, including sponsorship and events, while maintaining disciplined financial management to support long-term sustainability.

**“Maintaining financial stability in a changing environment requires adaptability, transparency, and a continued focus on long-term sustainability.”**

## 2025 Accredited Members, Fellows & Life Members

<b>Carolyn Rohaly</b> MUP, APR	<b>Clive Camm</b> APR	APR, FCPRS, LM
<b>Christina Shorthouse</b> MPR, APR	<b>Steve Campbell</b> APR	<b>Jillian Glover</b> APR
<b>Dina Zaid</b> APR	<b>Larry Cardy</b> LM	<b>Sara Goldvine</b> APR
<b>Courtney McGillion</b> MCM, APR	<b>Michelle Clausius</b> APR	<b>Gwen Hardy</b> APR
<b>Candace Hernandez</b> APR	<b>Tanya Colledge</b> APR	<b>Peter Harvey</b> APR, LM
<b>Clay Adams</b> APR	<b>Michele Comeau</b> APR	<b>Douglas Heal</b> LM
<b>Lisa Baergen</b> APR	<b>Robin Cook Bondy</b> APR	<b>James Hoggan</b> APR
<b>Diana Barkley</b> APR, FCPRS	<b>Jean Cormier</b> APR, LM	<b>Hal Holden</b> APR, LM
<b>Kim Blanchette</b> APR, FCPRS	<b>Jiana Chow</b> APR	<b>Scott Jackson</b> APR
<b>Clifford Bowman</b> APR	<b>Deborah Folka</b> APR, FCPRS, LM	<b>Susan Jamieson-McLarnon</b> APR, LM
<b>Christine Brooks</b> APR	<b>Francine Gaudet</b> APR, LM	<b>Peggy John</b> APR, LM
<b>Libby Brown</b> APR	<p><b>Accredited in Public Relations (APR)</b> The respected measure of professional experience and competence in the field of public relations can be earned by members with 5 or more years experience.</p> <p><b>College of Fellows (FCPRS)</b> 20 years experience and has provided leadership to the Society.</p> <p><b>Life Members (LM)</b> Member for 30 years; Has provided outstanding leadership to CPRS Vancouver &amp; CPRS National.</p>	
<b>Rennie Brown</b> APR		
<b>Maureen Cameron</b> APR		
<b>Nevasha Naidoo</b> APR		

## 2025 Accredited Members, Fellows & Life Members

<b>Peter Kim</b> APR	APR	APR
<b>Brenda Jones</b> APR	<b>Robert Wayne Paddon</b> APR	<b>Frank Walden</b> LM
<b>John Kageorge</b> APR	<b>Beverly Pausche</b> APR	<b>Marsha D'Angelo</b> AP
<b>Angela Koulyras</b> APR	<b>Verne Prior</b> LM	<b>Avi Gill</b> APR
<b>Regan Lal</b> APR	Rashpal Rai	<b>Andrea Visscher</b> APR
<b>Cheryl Landrigan</b> APR	<b>Catherine Robertson</b> LM	<b>Pascale Cyr</b> M.A., APR, MCPRS, SQPRP
<b>Patricia MacNeil</b> APR	<b>Bruce Rozenhart</b> APR	<b>Becky Hayton</b> MAPC, APR, MCPRS
<b>Liz Mallender</b> APR	<b>Emma Shea</b> APR	<b>Olivia Hung</b> MCM, APR, MCPRS
<b>Julie Marzolf</b> APR	<b>Sharon Shore</b> APR	<b>Neil Kirkland Henderson</b> APR, MCPRS
<b>Karen McCluskey</b> APR	<b>Deborah Skaey</b> APR	
<b>Amanda McCuaig</b> APR	<b>Kathie Taylor</b> APR	
<b>Nancy McHarg</b> APR	<b>Sydney Tomchenko</b> APR	
<b>Jeff Meerman</b> APR	<b>Allard van Veen</b> APR, FCPRS, LM	
<b>Deneka Michaud</b> APR	<b>Geraldine Vance</b> APR, FCPRS	
<b>Caeli Murray</b>	<b>Victor Vrsnik</b> APR, FCPRS	
	<b>Johanna Ward</b>	

## 2025 Annual General Meeting Minutes



**Tuesday, June 24, 2025**

**In person at Vesper Lounge, 905 Dunsmuir Street, Vancouver, BC**

**Board Members in Attendance:**

Carolyn Rohaly, George Van Rooyen, Cecilia Ho, Leslie Hacker, Robin Cook Bondy, Christina Shorthouse, Lesley Chang, Nevasha Naidoo, Rashpal Rai, Hanne Lene Dalgleish, David Connop Price, Michelle Ngai, Johanna Ward.

### 1. Call to Order

Carolyn Rohaly opened the evening with a land acknowledgement – acknowledging that many of us are gathered on the traditional ancestral and unceded territory of the Coast Salish peoples – Skwxwú7mesh (Squamish), Stó:lō and Səlilwətaʔ/Selilwitulh (Tsleil-Waututh - slay-wah-tooth) and xʷməθkʷəy̓əm (Musqueam - mus-kwee-um) Nations. Since we are all communicators, we would like to offer some thoughts on land acknowledgements, which were sent to us by a former AGM keynote speaker, Racelle Kooy.

Land Acknowledgements are a way for us all to feel more connected to the land that sustains us. They are a reminder of our responsibilities to the land and of our relationship to the natural world. They are meant to push us to educate ourselves about the history that has shaped our lives here, so we can begin rebuilding relationships from a place of honesty.

Land Acknowledgements are meant to remind us that Canada was founded neither on pristine wilderness nor on empty space. Rather, it was built alongside, and then on top of, Indigenous nations that existed before our time. And also to remind us that those nations continue to exist and continue to have responsibilities to the land and inherit rights to determine their own futures and practice their own languages and cultures without discrimination or interference from other forms of government.

Finally, the Land Acknowledgement is a platform for real change and real commitments to be put forward. It is meant to break the silence that has left Indigenous peoples and communities in Canada deprived of clean water, disadvantaged in educational opportunities, forced into housing and poverty crises, and destabilized by systemic racism and inequality.

June is National Indigenous History Month and Saturday was National Indigenous Peoples Day, so let's take a moment to acknowledge that these dates offer important opportunities to recognize the cultural diversity and distinct contributions of First Nations, Inuit, and Métis Peoples who have been silenced and ignored in the formation of what we now call Canada. We are proud at CPRS Vancouver to have an EDI subcommittee who ensure we keep these contributions at the forefront of our initiatives and practices.

L. Hacker went over some general housekeeping items and the agenda for the morning, noting that CPRS Vancouver's bylaw's require the following:

- (i) approval of the 2024 AGM minutes
- (ii) the 2024–2025 financial report
- (iii) the Report to Members
- (iv) election of Directors

### C. Rohaly calls the Annual General Meeting to order at 7:43pm.

C. Rohaly welcomes attending APR holders: Marsha D'Angelo, Christina Shorthouse, Robin Cook Bondy, Jiana

Chow, Amanda McCuaig, and Johanna Ward.

C. Rohaly reviews the rules of order for the meeting, including how to approve the minutes, how to vote, and that there will be time for new business and motions from the floor after moving through the agenda. No questions were raised.

C. Rohaly calls for approval of last year's AGM minutes. No changes or additions are made.

**Moved to accept, seconded, and carried unanimously.**

### 2. President's Report, Carolyn Rohaly

C. Rohaly opened by displaying CPRS Vancouver's updated EDI statement.

She acknowledged the Board and shared highlights:

- **Vice President, George Van Rooyen**
  - Supported multiple portfolios and built connections with University Canada West; recognised for leadership and upcoming transition to President.
- **Membership Director, Dannie Wang**
  - Maintained stable membership and strengthened engagement despite economic challenges.
- **Co-Directors, Professional Development, Cecilia Ho and Pinder Rehal**
  - Delivered workshops and webinars; thanked for three years of service
- **Director of Special Events, Leslie Hacker**
  - Delivered several successful events, including the AGM, Holiday Soirée, and State of PR and Journalism event.
- **Director, Senior Leaders' Network, Jiana Ling, APR**
  - Led a successful event and supported the growth of the portfolio.
- **Co-Directors, Accreditation, Robin Cook-Bondy, APR and Christina Shorthouse, MPR, APR**
  - Supported APR candidates; recognised Andrea Visscher, Avi Gill, and Marsha D'Angelo for achieving APR designation.
- **Director, Students and Emerging Practitioners, Elan Parris and Kelsea Arbour**
  - Relunched the student portfolio and introduced student programming, including Coffee Chats.
- **Director, Mentorship, Neil Henderson**
  - Expanded program participation by 20% and recognised certificate recipients: Dorothy Poon, Stuart Chase, and Kelsea Arbour.
- **Director, EDI, Nevasha Naidoo, APR**
  - Advanced EDI awareness and accountability across board initiatives.
- **PRestige Awards, Samira Azzouz**
  - Relunched the awards program.
- **Communications, Courtney McGillion (supported by Larissa Rodrigues)**
  - Delivered consistent communications across channels.
- **Sponsorship, Jen Hill**
  - Relunched sponsorship program and began building a sponsorship team.

- **Volunteer Coordinator, Angela Shen**
  - Supported events, reporting, and video content creation.
- **Operations Coordinator, Michelle Ngai**
  - Ensured smooth operations and provided board support.
- **Treasurer, Carolyn Rohaly**
  - Managed finances during transition away from job board revenue.

### 3. Treasurer's Report, Carolyn Rohaly

#### C. Rohaly presented the 2024–2025 financials:

Assets (2023–2024): \$42,692.25

Assets (2024–2025): \$32,263.50

Net loss: \$7,096.65 (improved from \$19,737 previous year)

The loss reflects continued impact from the removal of job board revenue. The Board reduced expenses and will maintain a conservative financial approach.

Members were directed to the full financial report. Sea to Sky was acknowledged for bookkeeping support.

### 4. Report to Members

C. Rohaly called for approval of the 2024–2025 Report to Members and financial statements.

Moved to accept, seconded, and carried unanimously.

### 5. Election of Board of Directors

A motion was made to approve all nominees in a single vote.

#### Executive (1-year term):

- George Van Rooyen – President
- Leslie Hacker – Vice-President
- Carolyn Rohaly – Past President

#### Board (3-year term):

- Giulia Turco & Caroline Dobuzinskis – Professional Development
- Juliana Martine & Anastasia Sukhoretzkaya – Special Events
- Karen Wilson – Sponsorship
- Alex Wright – Director-at-Large
- Elan Paris – Students & Emerging Practitioners
- Kelsea Arbour & Heidi Lans – Student Representatives
- Moved to accept, seconded, and carried unanimously.
- Outgoing members Cecilia Ho and Pinder Rehal were thanked for their service.
- A vacancy for Treasurer was noted.

### 6. New Business

No new business was brought forward.

### 7. Incoming President Remarks, George Van Rooyen

G. Van Rooyen thanked the Board and members and expressed enthusiasm for the year ahead.

He highlighted the importance of community, networking, and upcoming programming, including a September season launch.

He acknowledged outgoing Board members and thanked Carolyn Rohaly for her leadership over the past two years.

### 8. Prestige Awards

#### C. Rohaly announced award winners:

#### Best Digital / Social Media Project

- Bronze – Vancouver School Board – After the Bell Podcast

#### Media Relations (under \$50K)

- Silver – LBMG
- Bronze – Soma Public Relations

#### Employee Engagement / Integrated Communications

- Silver – First Nations Health Authority
- Silver – Museum of Anthropology
- Silver – Vancouver School Board
- Gold – Apostrophe

All recipients were congratulated.

### 9. Closing Remarks and Adjournment, Leslie Hacker

L. Hacker thanked Carolyn Rohaly, the Board, and volunteers, and welcomed incoming Directors.

Closing activities included a prize draw, group photo, and post-event gathering.

Moved to accept, seconded, and carried unanimously.

Meeting adjourned at 8:39pm.

# Financial Statement



## Year End Financial Reports

As of March 31, 2026

## CPRS Vancouver

### Balance Sheet

As of Mar 31, 2026

	TOTAL
<b>Assets</b>	
Current Assets	
Cash and Cash Equivalent	
1050 BMO	\$18,434.33
1051 BMO High Interest Savings	\$0.00
1052 Paypal	\$0.00
1200 Undeposited Funds	\$0.00
1502 New GIC	\$0.00
<b>Total for Cash and Cash Equivalent</b>	<b>\$18,434.33</b>
Accounts Receivable (A/R)	
1200 Accounts Receivable	\$2,939.37
<b>Total for Accounts Receivable (A/R)</b>	<b>\$2,939.37</b>
1204 GST Receivable	\$0.00
1385 Prepaid Expenses & Deposits	\$0.00
<b>Total for Current Assets</b>	<b>\$21,373.70</b>
<b>Total for Assets</b>	<b>\$21,373.70</b>
<b>Liabilities and Equity</b>	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2200 Accounts Payable	\$4,275.71
<b>Total for Accounts Payable (A/P)</b>	<b>\$4,275.71</b>
2030 GST/HST Payable	-\$982.40
Receiver General Suspense	\$0.00
<b>Total for Current Liabilities</b>	<b>\$3,293.31</b>
<b>Total for Liabilities</b>	<b>\$3,293.31</b>
Equity	
30000 Opening Balance Equity	\$58,474.60
32000 Unrestricted Net Assets	-\$28,452.99
Profit for the year	-\$11,941.22
<b>Total for Equity</b>	<b>\$18,080.39</b>
<b>Total for Liabilities and Equity</b>	<b>\$21,373.70</b>

## CPRS Vancouver

## Profit and Loss

April 1, 2025-March 31, 2026

	TOTAL
<b>Income</b>	
4400 Interest Income	\$261.19
4410 Other Income	\$670.39
4525 Awards	\$1,525.00
4550 Membership	\$7,475.00
4675 Events Income	\$9,279.00
Uncategorized Income	\$630.00
<b>Total for Income</b>	<b>\$19,840.58</b>
<b>Gross Profit</b>	
<b>\$19,840.58</b>	
<b>Expenses</b>	
5020 Board Expense	\$0.00
5021 Website Maintenance Expense	\$3,900.00
5022 Annual Report	\$1,347.00
<b>Total for 5020 Board Expense</b>	<b>\$5,247.00</b>
5250 Bank Fees	
5251 Interest and bank charges	\$140.70
5252 Stripe Fees	\$48.60
5254 Credit card charges	\$231.53
<b>Total for 5250 Bank Fees</b>	<b>\$420.83</b>
5256 Insurance - Liability, D and O	\$1,282.04
5449 Contract Services	
5450 Administration Services (Sea to Sky)	\$9,633.75
5460 Accounting & Bookkeeping Fees	\$2,760.55
5462 GoDaddy	\$283.91
5463 Flash Courier	\$53.14
5465 Mailchimp	\$407.00
5467 Canva Subscription	\$574.86
5468 Zoom	\$229.94
<b>Total for 5449 Contract Services</b>	<b>\$13,943.15</b>
5475 Membership Expense	\$91.00
5520 Office Supplies	\$138.07
5526 PD-Sr/Leaders Network Expense	\$25.00
5632 Events Expense	\$10,634.71
<b>Total for Expenses</b>	<b>\$31,781.80</b>
<b>Profit</b>	<b>-\$11,941.22</b>

