

Canadian Public Relations Society Vancouver

Report to Members | 2018 – 2019

60 years of CPRS Vancouver
#CPRSVAN60



Supporting your professional growth and aspirations

The Canadian Public Relations Society Vancouver chapter exists to support public relations professionals in the Lower Mainland by fostering professional growth and career goals. We do this by:

- Promoting high professional standards and encouraging our members to earn their Accreditation in Public Relations (APR).
- Adding value to the membership experience by offering accreditation support, a mentorship program, social networking events, speaker series, and professional development for all levels.
- In cooperation with other regional Member Societies and with like-minded organizations in other countries, striving to advance the professional stature of public relations in Canada.
- Serving the public interest by upholding a code of professional standards and advocating for ethics in the industry.
- Encouraging student professional development by working closely with local PR programs at colleges and universities throughout Metro Vancouver to support entry to the profession.
- Providing opportunities to connect with other practitioners in this exciting, evolving field.

60 Years of CPRS Vancouver

In 1959, the Canadian Public Relations Society (CPRS) officially launched a society chapter in Vancouver. In 2019, we celebrate the 60th anniversary of our local society.

This March, we launched #CPRSVAN60, an initiative to honour the past and celebrate the future of our chapter. This initiative engaged members and brought awareness to our organization, while creating pride and interest in CPRS Vancouver amongst current and future members. We did this by soliciting stories and photos, creating commemorative videos, and interviewing leaders and pioneers from our PR community who have been involved in shaping the success of CPRS Vancouver over the last six decades. Oh, and we hosted a really fun party!

Reflecting on where we have come and looking ahead to where we want to collectively go is an exciting journey that we've embarked on with you over the past couple of years. Our society has evolved its offerings to members based on input and trends over time, but we have not lost sight of our amazing history, longevity and credibility. The future is exciting, but so too is the collective knowledge and experience of our society's members--something that should be honoured and leveraged as we celebrate this milestone.

The benefits of a strong, active, ethical professional association cannot be overstated. As we acknowledge this anniversary, we tip our hats to you—our members—who have tirelessly contributed to CPRS both locally and nationally, and to the advancement of the profession. If we've come this far in 60 years, just think where we can go in the next 60. We hope you'll stay aboard and continue the journey with us.

#CPRSProud to be #CPRSVAN60

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President's Report



Johanna Ward MA
President

Current Gig

Communications Specialist, BC College of Nursing Professionals

 @johannaward  /johannaward

Favourite CPRS Memory

Presenting at the 2018 National Conference in Charlottetown—I was nervous, but everyone was really supportive and interested, and it turned out to be one of the best experiences of my professional life. It not only built my confidence, but I was able to share my master's research with an engaged audience, who had thoughts and ideas I hadn't considered. In fact, the whole conference was fantastic and so validating: spending time with my peers reminded me that we as PR and communications professionals hold ourselves to high ethical standards. We have specialized education and skills, and we're not just communicators—we also provide strategic counsel and analysis to leaders and help shape organisations' futures.

I Am #CPRSProud because...

Of our members. They are curious, engaged, supportive, and committed to high standards. The public relations profession is lifted by their work and achievements, and I'm proud to call them colleagues and friends.

My term as CPRS President has been a great experience. My fellow board members are an amazing group of professionals, who work hard to deliver high-calibre events and services to CPRS Vancouver members.

This year, we decided to really focus on delivering a broad range of events for members at different stages in their careers. Board members Caeli Turner and Amanda Munro launched the innovative cPRsips series, bringing together PR pros to share their knowledge in a casual setting. Our PD and Speaker Series brought you special guests who covered topics such as gender and communication, corporate social responsibility, crisis communications, and even immunization.

We're topping it all off with a mega-celebration in June of CPRS Vancouver's 60th anniversary. Kudos to Past President Emma Shea, who championed the idea of celebrating our history and tracked down past presidents, members and others to share a trove of memories. This milestone is a testament to the strength, importance and longevity of our profession that we celebrate 60 years. I'm really proud of our accomplishments this year.

I know I'm leaving the society in good hands with incoming president Theodora Jean. She's smart, committed and passionate--a great leadership combination. I look forward to supporting her in my role as Past President and continuing to give back to our profession. Thank you to everyone for a wonderful year.

A handwritten signature in blue ink that reads "Johanna M. Ward".



Emma Shea APR
Past President

Current Gig

Principal, EJS Public Relations

[@emmajshea](#) [/emmashea](#)

Best Career Advice Ever Received

While it might not have been intended as career advice, my friend recently shared a quote with me that has resonated with me and where I am in my career: ATTRACT what you expect, REFLECT what you desire, BECOME what you respect, MIRROR what you admire. I refer to this mantra often as it reminds me to focus on my goals of living and working with integrity, make sure my work is in harmony with my personal values, and not be afraid to continually refine my craft or approach.

Favourite CPRS memory

There have been so many! Attending the National conferences in New Brunswick, Ottawa, Toronto and Kelowna have been highlights, but one of the best days was receiving that email from CPRS National just days before Christmas back in 2012, letting me know that I had successfully passed my Accreditation exams and was now officially Accredited in Public Relations.



Theodora Jean M. Comm
Vice President

Current Gig

Sr Communications Advisor, Immigration, Refugees, & Citizenship Canada

[@theodoras](#) [/theodorajean](#)

Best Career Advice Ever Received

Very early in my career, I attended a CPRS one-day conference in Ottawa, where one of the speakers said something that still resonates with me today: "Never confuse the pursuit of excellence with the drive for perfection". I have since learned that the key to success in our industry (and in life!) is having a growth mindset; if we maintain the desire to learn and work hard, there's no limit to what we can achieve.

Most Proud Career Moment

I am most proud of my work as a spokesperson for Immigration, Refugees and Citizenship Canada (IRCC) during the height of the Syrian refugee crisis and throughout the movement of 25,000 Syrian refugees to Canada. I had only just moved to Vancouver from Ottawa and was in a brand-new job focused on marketing and outreach. On September 2nd, 2015, everything changed. The world was completely shaken by the photo of the three-year-old Syrian boy, Alan Kurdi, who had washed up on a beach after drowning in the Mediterranean Sea. The next day, I was immediately pulled into full-time media relations and had to learn and adapt very quickly to keep up with the hundreds of media enquiries received by IRCC each day. It was an extremely busy and emotionally-draining time for many people within the department, but I was amazed by the strength and resolve I saw in my colleagues and the impact that government, businesses and individuals can have when they work together in a global crisis.

Current Gig

Internal Communications Specialist, Community Living British Columbia

[@JustineVPoirier](#)

Best Career Advice Ever Received

You learn more from your mistakes than your successes.

Why I love working in PR

You can use your communications super powers for good! I love partnering with likeminded, values-driven organizations to help build community and create positive change.



Justine Poirier
Director of Operations

Accreditation Report



Scott Jackson APR
Co-Chair of Accreditation

Current Gig
Communications Manager, Co-operative Housing Federation of Canada
[in](#) /scottjackson17

Favourite CPRS Memory
Receiving my APR pin at the 2017 CPRS National Conference in Kelowna, B.C.

I am #CPRSProud because...
The people in this organization, especially the leaders and volunteers, are truly amazing!



Patricia MacNeil, APR
Co-Chair of Accreditation

Current Gig
Director, Communications, Vancouver School Board
[in](#) /patriciamacneil

Favourite CPRS Memory
Receiving my APR pin at the national conference

I am #CPRSProud because...
We are more than a professional body; we are a community forever raising the bar and supporting one another

It's been another strong year for the APR accreditation program, with progress as shown in Fig 1:

Metrics	2017-2018	2018-2019	2019-2020
# Local Candidates (deferred)	4	8 (2)	11 (2)
# Graduates	4	3	TBD
# Meetings/Year	12	10	8

Fig. 1 Accreditation Program Results

In June 2018, Ange Frymire-Fleming retired from her long and very distinguished service as the local APR program chair. New co-chairs, Patricia MacNeil, APR and Scott Jackson, APR have done their best to fill these amazing shoes. Ange has generously provided resources and advice through this transition year.

Big congratulations to the three local graduates of the 2018 examinations: Deneka Michaud, Sara Goldvine and Beverly Pausche! We look forward to celebrating your accomplishments and taking up your kind offers to be involved in study sessions for this year's cohort. Sessions have continued to focus on:

- *Writing work samples and work-sample overviews*
- *Familiarity with the APR process and curriculum*
- *Study tips, reviews and individual consults*
- *Written and oral exam practice*
- *Discussions of current events, strategic analysis and workplace decisions*

Constructive feedback encouraging growth is key to these sessions. Tightening up written work samples, with precise, concise writing with a strong focus on the RACE (research, analysis, communications and evaluation) formula encourages candidates' growth. Sessions also strengthen awareness of the CPRS code of conduct promoting high ethical standards for decision-making in today's workplace.

This year, eight candidates have been involved with the local study group (two have since deferred their APR completion to next year). We're planning to conduct more face-to-face meetings this year, both to facilitate better interaction with each other, and with guest speakers

Many thanks to Lorianne Weston, Director/Accreditation & Education, at CPRS National, for her incredible support prior to her departure in early 2019. And thanks also to Karen Dalton who has since stepped in to great effect.

Communications Report



Tanya Colledge
Director of Communications

Current Gig

Communications Leader, Vancouver Coastal Health

@TanyaColledge

I am #CPRSProud because...

I love connecting with the communications pros in Vancouver. It gives me such a great sense of community and belonging to be a part of such an amazing network of professionals. We all have each other's backs, never hesitate to help a friend in need, and have so much passion for the work we do.

Why I love working in PR

I love working in communications because every day is different. One minute you're writing a strategic communications plan, the next you're crafting a quick tweet, and the next you're taking a call from the media. I love the variety!

The CPRS Vancouver communications team has been a content-generating machine this past year, creating engaging stories to share with our members through our various online platforms. From upcoming events, case studies, and a series profiling our chapter's newest APRs, our communications team is constantly looking for ways to provide value to our members. The team was especially proud to be part of the #CPRSVAN60 campaign—sharing the chapter's rich history and helping to celebrate this important milestone.

From blog posts and the Essentials newsletter, to social media and keeping our website looking fresh—our team does it all! Thank you to my team of dedicated social media managers, website and newsletter support, writers, and newly created positions of graphic designer and content manager for their work over the past year. This past year, we've supported initiatives such as Membership Month, Speaker Series and Professional Development events, sponsorships, and social functions. We also helped launch two new event series: cPRsips and the Leaders' Network.

As we look ahead to 2019-20, we look forward to continuing to find innovative ways to engage with and reach our members.

TWITTER



243.2K Total impressions
4,000+ followers

FACEBOOK



4% Increase in followers
Approx 4,000 post reach

INSTAGRAM



Almost **500** followers

NEWSLETTER



Produced over 24
issues of essentials

BLOG POSTS



33 Blog posts

Membership Report



John Kageorge APR
Director of Membership

Current Gig

Principal, Vital Communications

[@JKageorge](#) [/johnkageorge](#)

I am #CPRSProud because...

Our accreditation program is remarkable. It is by far the best professional development investment I've ever made.

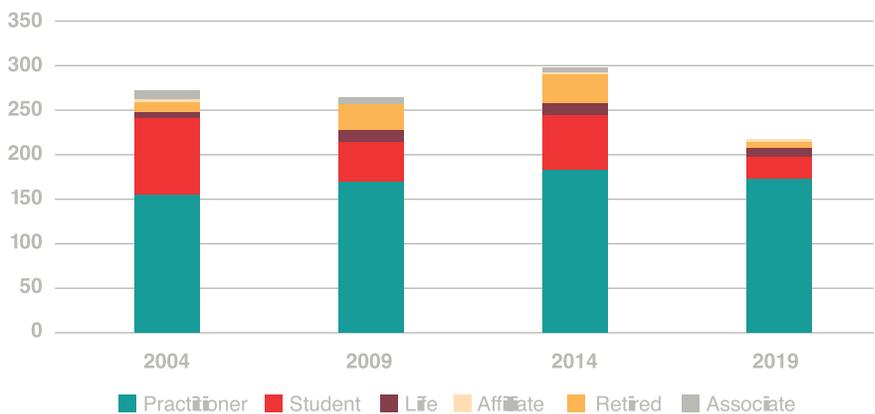
Top PR Pro Tip

Ask questions. Even when a point seems obvious, ask to make sure your understanding is the intended understanding. And figure out 'Why?'

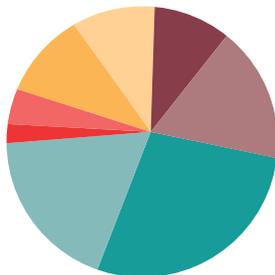
As we prepare to blow out 60 candles on CPRS Vancouver's anniversary cake, we can look proudly at how steady our membership has been. Over the past two decades, there have been changes to our membership categories, but through the years our Practitioner 'Full' membership has remained solid.

So, who are our members? Of those working in the industry, about three quarters (76%) of us are 'in house'. The rest (24%) work for or own consultancies as Consultant, Principal, or President. We skew to senior roles, as nearly 40% of us occupy organizations' top communications positions. Naturally, these figures do not include Students, Instructors, and Retirees which comprise 17% of our membership.

'Practitioner' Membership Consistent for 20 Years



What Our Business Cards Say



■ Coordinator ■ Specialist ■ Manager ■ Director
■ Exec Dir ■ Consultant ■ Principal ■ President

Many of us have been initialized. Over a quarter (27%) of our members have earned CPRS credentials. You'll find an APR (Accredited), FCPRS (Fellow), or LM (Life Member) after their name. During the 2019 Membership Month campaign, more members joined CPRS than any other chapter in Canada. Our membership jumped 6% and virtually every new member was referred by a current member. We won \$500 from the national office. Way to go, CPRS Vancouver! Maintaining our solid membership count, which is the second highest in Canada, could become a challenge as we are beginning to see an increase in the number of retirements. Solutions are needed. One is already in place; CPRS has a 'Retired Member' option which allows people to stay current with colleagues after putting the cap on their pen.

Mentorship Report



Deneka Michaud APR, MA
Director of Mentorship

Current Gig

Communications Manager, North Vancouver School District

 /denekamichaud

Best career advice ever received:

Always consider how your role supports the broader system goals.

Why I love working in PR

PR is strategic, creative, varied and meaningful.

This year, 24 local PR professionals fostered their growth through CPRS Vancouver’s mentorship program. From novice to expert, these aspiring and established practitioners sought to shape their futures in PR by connecting with colleagues to enhance their knowledge. Mentorship is a reciprocally rewarding experience for both mentors and mentees, whereby mentors share knowledge, mentees gain practical insight, and both grow collaborative relationships to enrich their careers.

The mentorship program is open to all professionals at any stage in their careers who are looking for some support and guidance in any area of PR. Each fall, applications open and applicants are paired-up based on their needs and expertise. Participants are provided with guidance material that provides them the opportunity to reflect on their practice and what they ultimately want to learn and share. Between January and April, mentors and mentees meet at least three times. These meetings are flexible to support the needs and schedules of the participants; meetings can be in-person, online or via phone.

In April, a special mentorship event was hosted at The View on Lonsdale to celebrate the program and to offer further opportunity to connect.

Each year, the CPRS Vancouver Mentorship program receives excellent feedback. Here is what some past participants had to say:

“The program was a great way of being able to give back to such a vibrant PR community in Vancouver!”

“Thanks to a thoughtful approach to the program, I got so much more out of the experience than I had expected!”

“The mentorship program taught me as a mentee that I know more than I think I do!”

“I am amazed how much I learned exploring the interests of my mentee. And the future of CPRS is in great hands with the next generation.”

“Sharing experiences with others is enlightening, enriching and rewarding - from both perspectives. The mentor is equally the mentee!”

“I really appreciated the opportunity to pick the brain of a well-seasoned PR industry veteran. A great experience for anyone starting out in PR.”

Thank you to all our phenomenal mentors and to our dedicated mentees. The 2019-2020 mentorship program will kick off this summer. Stay tuned for details!

Professional Development Report



Caeli Turner

Director of Professional Development

Current Gig

Director of Communications & Stakeholder Relations, Provincial Health Services Authority

[@CaeliTurner](#) [/caeliturner](#)

I am #CPRSProud because...

Belonging to CPRS means belonging to an ethical association with high, professional standards. Being a member of CPRS means belonging to a community and connecting with a network of talented practitioners.

Why I love workin in PR in Vancouver

Having one of the most amazing backdrops in the world allows for better work-life balance. Knowing that I can head down to the seawall to see the sunset after work or head up to the mountains over the weekend helps me maintain (some) sanity, even on the craziest of days.

It's been a fun, busy year! In last year's report to members, I asked you to stay tuned for a new event series. I'm thrilled to say that Amanda Munro (Special Events Co-Director) and I teamed up to bring a fresh, new take on professional development to Vancouver's PR crowd!

In October, we announced the kick-off of "cPRsips," a series that aims to bring local PR practitioners together for casual and genuine conversation amongst peers, focused on a current issue or hot topic. Each event has a special guest(s) who speaks to their experience. We cap the number of seats to keep the events focused on good conversation and we keep the price point accessible (\$15 per ticket for members, which includes a happy hour drink). Here's a taste of the topics we covered this year:

Municipal election campaigns and communications

Special guests from the City of Vancouver, Jhenifer Pabillano, Election Communications Manager and Paul Hendren, Election Outreach Lead

Ride-hailing in BC: media, public and GR perceptions

Special guest Matt MacInnis, VP of Corporate Communications with NATIONAL Public Relations

Weathering the storm: public relations during December's severe windstorm

Special guests from BC Hydro, Mora Scott, Manager of Media Relations and Issues Management and Chelsea Watt, Manager of Digital Content and Social Media

Expecting the unexpected: how to prepare for the unpredicted on your social feeds

Special guests from TransLink: Robert Willis, Manager of Social Media & Digital Content and Communications Advisors, Sarah Kertcher and Allen Tung

Messages that matter: communications about the recent measles outbreak

Special guests Tiffany Akins, Communications Leader with Vancouver Coastal Health and Tasleem Juma, Senior Public Affairs Consultant with Fraser Health

Money laundering: GR & PR insights from the real estate industry

Special guests: BC Real Estate Association (BCREA)'s Vice President of Government Relations Trevor Hargreaves and Communications Manager April Van Ert

A huge thanks goes out to Munro Thompson Communications for providing our customized event graphics and to volunteers Alex Grace and Paula Schutt. Sprinkled among our cPRsips events were some more formal professional development opportunities that chartered new themes. A panel on the intersection between communications & corporate social responsibility launched the start of our fall programming. Moderated by Kyra Laverdiere, Manager of Strategic Programs, Corporate Citizenship for Telus, we heard from Candace Jones, Director of Corporate Communications & Stakeholder Relations for BC Liquor Stores and BC Cannabis Stores, and Doug Cheng, Manager of Communications for BC Lottery Corporation about the new role PR practitioners play in this realm. An interactive workshop on communication styles, gender differences and PR marked the start of 2019. Based on the findings of a study for her PhD, international speaker Amelia Reigstad engaged us in the impacts gender differences have – both on PR practitioners, and in the workplace. My gratitude goes out to co-director of Speaker Series and Professional Development, Wan Yee, who is always willing to lend a helping hand and to our wonderful event volunteers, Ilana Baxter, Sarah Evans and Julia White. As always, I'd love to hear from you! Reach out at any time with your ideas and thoughts, as we begin mapping out our programming for next year.

Senior Professional Development & Leaders Network



Clay Adams APR
Director of Leaders Network

Current Gig

Senior Communications Strategist and Leader

 @OzClay2

Most Proud Career Moment

Having my former-team at Vancouver Coastal Health named Best Non-Profit Communications Team in the world in 2017. We had been nominated for the previous two years, so it was truly third-time lucky (and well deserved) for an amazing communications team.

Top PR Pro Tip

Top PR pro tip: Be true to yourself; be true to your profession; and never—ever—forget your audience.

This past year saw the Senior PD Portfolio refocused and rebranded to become the CPRS Vancouver Leaders Network. The move was made to better reflect the audience we are bringing together - senior communicators with 15 plus years in the industry, accreditation (APR) or Fellow (FCPRS) status, or a CPRS member for a decade or longer. Our first event took place in November, with 15 CPRS members joining us for the inaugural gathering. Since then, we have brought the Leaders Network together twice more (February and May), with participation growing each time.

Bringing this group together under the umbrella of the Leaders Network has opened the door for the more experienced members of the CPRS membership to support those still building their careers. Mentoring, blogs and PD sessions are just some of the strategies the Leaders Network will work on over the coming months.

Leaders Network members are also playing an active role in the chapter's 60th anniversary celebrations. Some have recorded interviews for the celebratory video while others have shared their experiences from times past in blogs and social media.

The past decades have seen considerable change in the reputation of our profession and how we do what we do. It is hard for many current members to imagine a time before cell phones, email and even fax machines. For some, electric typewriters—not computers—were once state-of-the-art technology. Want to know more? Ask a senior communicator. We have lots to share.

Speaker Series Report



Perry Bodlt
Director of Speaker Series

Current Gig

Director of Communications, Health Canada, BC Region

[@perrybodlt](#) [/perryboldt](#)

Proudest Career Moment

Proudest career moment: Leading a team that (among other things) delivered the Canada 150 Countdown—a 150 day social and experiential marketing campaign designed to build engagement and participation in Canada's 150th anniversary celebrations.

The project involved connecting and capturing the imaginations of more than 165 corporate, non-profit and government partners who then contributed (largely in-kind) time, people and mind-blowing creative slices of the overall campaign. There were days and weeks that were chaos, but looking back, it was a beautiful showcase of what makes our country so diverse and incredible. What's more, it opened space for dialogue about what Canada still needs to work on, like Indigenous reconciliation.



Wan Yee Lok
Co-Director of Speaker Series
and Professional Development

Current Gig

Media Relations Specialist, UBC

[/wanyeelok](#)

I am #CPRSProud because...

I volunteer with a supportive network of communications professionals who are always happy to help, share their experiences and offer valuable advice.

Top PR Pro Tip

Stay on top of the news.

Another year and another season of Speaker Series keynote has wrapped. We hope you enjoyed it! Here's the recap:

Persuasion, Perception and Public affairs: Controlling your message in a post-truth world

We kicked off with a talk by Ottawa-based David Coletto, CEO of Abacus Data—one of Canada's leading national polling firms. His November 15th keynote shared insights on how technological, political and generational shifts have changed the way we consume information. It's made it harder than ever for PR practitioners to communicate to civically engaged citizens—and be heard—through the noise and endless choices of information channels. In the era of post-truth politics, audience trust is easily abused and paradoxically, harder than ever to earn. Enormous thanks to our sponsor NNW Communications and its principal Cailey Murphy.

Breaking News

Has fractured journalism made your PR tools ineffective?

In March, we brought you one of BC's top tech communicators, Kathleen Reid, Founder and Managing Director of Switchboard PR. Her talk explored whether traditional tools like coffee pitches, press conferences and news releases can still be effective as the journalism industry trends toward massive shifts to digital, starkly leaner newsrooms, and the influx of citizen journalists and influencers. Check out the recap on our blog. Shout out to our presenting sponsor SFU Continuing Studies, Public Relations program.

#HumboldtStrong

Crisis communications lessons of an unthinkable tragedy

Finally, on May 2, we took a behind-the-scenes look at crisis management through the lens of one of Canada's most widely covered tragedies—the Humboldt Broncos bus crash. Grant Bastedo, Principal of Takt Communications shared lessons learned and the human experience of assisting the Broncos' organization and Humboldt community with crisis management and media relations during the aftermath of an accident that stirred sorrow across the country and around the world. If you missed it, here's the recap. Big thanks to our event sponsors, including Jelly Marketing and SFU continuing studies, public relations program.



Additional Thanks

Thank you to Vesna Maljković for your integral role in facilitating our newly minted partnership with SFU continuing studies. We are so grateful for your collaboration. Thanks also to our volunteers. Our events are possible because of your time and dedication: Paula Schütt, Chrystal Palaty, Philip Omulo.

Last but not least, I'm ever grateful to Wan Yee Lok, Co-director for Professional Development and the Speaker Series, for providing logistical support and volunteer coordination for our events. To Tanya Colledge, our Director of Communications, thank you for answering emails and texts at all hours and for your unwavering patience and brilliance.

Special Event Report



Amanda Munro
Co-Director of Special Events

Current Gig

Partner, Munro/Thompson

[@theprlife](#) [/amandamunro](#)

Why I love working in PR

The job never gets old! I love working with clients to help elevate their voices and tell their stories. Along the way I've been so privileged to work with incredible people and learn about so many important issues and causes. Every day is a new challenge.

Top PR Pro Tip

Never, ever stop learning. No matter how many projects, crisis and clients you take on over the years, we are fortunate to have chosen a career path that will never get dull or stale unless you let it. There are so many opportunities for growth and learning - don't forget to seize them.



Emily Marroquin
Co-Director of Special Events

Current Gig

Senior Account Manager, Munro/Thompson (Maternity Leave)

[@EmilyMarroquin](#)

After years of volunteering for CPRS Vancouver, we both decided to join the Board of Directors to co-lead special events. This was our first year on the board and it has been quite the ride!

To kick off the year, Amanda and Professional Development Director Caeli Turner started up a new PD event series called cPRsips in October, and so far, has been a huge hit (check out the Professional Development portfolio report to read more about it).





Our first special event was the holiday social in December. When we started thinking about how to put on this year's event, we thought back to some of our favourite CPRS holiday socials over the years and both agreed that the last party we threw with IABC/BC was the best party (and we know PR/Comms people like to party). We joined forces with the event directors at IABC/BC and co-hosted a huge bash at the Vancouver Roundhouse, festively called, 'Mingle All the Way.'

A huge thank you to our generous sponsors of that event: *FMAV, Central City Brewing, Bananatag, Nütrl Vodka Soda, Anna Spinato Winery and Cantina Di Negrar wines and Invisation Photography.*

Now here we are at the second special event of our tenure: #CPRSVAN60 + AGM. When Emma Shea, Past-President, came up with the idea to celebrate 2019 with a splash, we couldn't wait to get planning! Six decades is a very long time for anything to last, let alone a volunteer professional association - imagine what the Vancouver Chapter of CPRS looked like back in 1959!? We owe many thanks to the professionals who have guided our industry from then until now, and value how important our role is: to uphold ourselves, fellow professionals and entire industry to the highest ethics and standards.

Thank you to everyone who has come out and supported our events and programs this year - and if you haven't please come join the next ones in 2019/2020!



Sponsorship Report



Darian Kovacs
Director of Sponsorship

Current Gig

Founding Partner at Jelly Digital Marketing & PR

[@dariankovacs](#) [/jellymarketing](#)

I am #CPRSProud because...

Anytime you bring together like-minded people who are there to lift each other up and celebrate the work we do - we become stronger and better because of it. It's exemplifying the quote - A rising tide raises all boats.

Why I love working in PR

Why I love working in PR: We have an opportunity to make connections and draw the lines between reporters and stories and ensure the truth gets out there about some amazing organizations. We have an amazing super power and the chance to serve brands, organizations and those who are typically voiceless - this is the best job in the world.

It was a fresh start to sponsorship as this role took a hiatus before I joined. This year we were able to discover some helpful and productive avenues for revenue for CPRS Vancouver.

This year it's all about partnerships. We partnered with CPRS National to reach out to potential sponsors, and also reached out to some new local partners. SFU has been generous with both cash sponsorships and in-kind support, for which we're very grateful.

We also teamed up with various groups who host PR events, allowing CPRS Vancouver to receive revenue from each ticket sale that was processed using our discount code. We did this with Jelly Academy, Swansea Communications and The PR World. This not only gave us revenue opportunity, but we provided discounts to our members to relevant events and training in the Lower Mainland.

In Kind Sponsors - In 2018, we were thrilled to receive a very generous wine donation via Town Hall Brands for our Holiday Party. Other donations included beer & vodka sodas. As a non-profit, we rely on sponsorship agreements to boost our ability to offer great events and other programming for our members, so we're eager to continue exploring opportunities like this!

Student and Education Report



Cydoney Curran

Director of Students and Education

Current Gig

Manager, Communications - Fresh Prep

[@squidoney](#) [/cydoneycurran](#)

Why I love working in PR

It used to bother me, that when people asked what I did they wouldn't know what PR was. Now that's almost become my favourite thing about the profession. Public relations is this ever-evolving field and us, as practitioners must remain incredibly agile and willing to learn new things. PR isn't just media relations anymore, so to tell someone that you pitch stories to the media to describe what you do... well, you're selling your skill set incredibly short. PR pros are often faced with the task of proving their worth, especially when clients aren't totally clear on what you can do and what value you can provide to them. That's become my favourite part of the job; proving the value of great public relations and showing people the power of communications. It's a challenge every time you embark on a project, and for me a good challenge is where I really thrive and push to excel!

Most proud career moment

Winning PR in Canada's Top 40 Under 40 in 2018. I was encouraged by my Director at Fresh Prep to put forward a submission, and to say that I was questioning it is an understatement. I didn't feel like I had accomplished anything exemplary that someone winning a title like "Top 40 Under 40" title would have achieved. However, I now recognize that what I had done at the 5-year mark into my career was something unique. At the time of submission, I had worked by myself building the public relations, influencer marketing and social media initiatives at Fresh Prep from the ground up. I had earned Fresh Prep over 100 pieces of media coverage in less than a year and grew our influencer marketing program to over 90 influencers/bloggers. I still don't like to brag or talk about my own accomplishments, but this really solidified for me that I was a capable and successful PR practitioner.

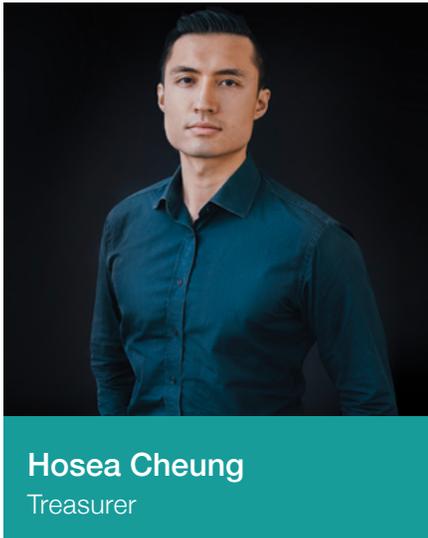
This past year, I presented multiple times to post-secondary institutions in the lower mainland. The goal of these presentations was to discuss what a student membership entails with CRPS, and how the membership can support them during their transition from student to the workforce. These presentations also served as an opportunity to talk to students about what they're looking for from organizations like CPRS and what they would like to see from us.

This led me to organize another Open Door to PR event on May 10, 2019. Open Door to PR is an opportunity for students to tour PR offices in the city and hear from the teams about what their typical days look like. This year, we toured ICBC and Yulu PR to give students a look at the differences between what PR looks like at a crown corporation and an agency. In the past, students enjoyed this style of event and felt there was a disconnect in their curriculum that really teaches them about what kind of workplace may be of interest to them.

In addition, we were also able to organize and promote the CPRS Vancouver Student Scholarship. For the 2019 Awards, the judging panel consisted of Lesley Chang, Communications Manager at Tourism Richmond, Amanda McCuaig, APR, Manager of Project Communications, Vancouver Fraser Port Authority and Nina Ng: Communications Manager, Pacific Insight Electronics Corp. I was also part of the judging panel. We look forward to presenting the \$2000 bursary to a deserving student applicant.

I now feel that I have a much better grasp and understanding for the work that needs to be done moving in to the future to engage our student members. It was not all that long ago, that I myself was a newly graduated PR student looking for my first job, so I feel that I can relate to the challenges and gaps that exist in the leap from school to the workforce. I look forward to becoming more comfortable in my role and responsibilities in the future, and I hope to not only grow the CPRS Vancouver student membership numbers, but

Treasurer's Report



Hosea Cheung
Treasurer

Current Gig

Principal, Spotlight West Communications

[@hoseacheung](#) [/hoseacheung](#)

Favourite part about PR in Vancouver

The diversity of the city doesn't just mean we get access to some of the most authentic cuisine from around the world. Yes, the food in Vancouver is great. But from a PR standpoint, the diverse cultures in Vancouver means that story-telling and awareness campaigns can't just be templated. There are different ways to reach different audiences from a variety of backgrounds, some that speaks to one group but not so much another. This keeps PR professionals, and myself alike, on our toes in being creative with the outreach while sensitive with the messaging. In the end, Vancouver's vast cultural landscape serves as a reminder as to how important it is to understand your audience.

Top PR Pro Tip

Top PR pro tip: Take risks. Step out of your comfort zone. This may sound cliché or familiar, but for those who want to grow as a PR professional, it requires stepping out of the bubble — whether that's taking on a project you're not the most knowledgeable about or utilizing some of your free time to volunteer for opportunities that can help you develop new skills. Eagerness is the first step to becoming a reliable contributor in the eyes of your employer or colleagues. Risk taking also applies to established PR professionals and agencies, as Vancouver tends to have a knack for being too conservative in marketing approaches, even though we try to portray our city as laid back and creative. At times, it seems everyone follows status quo, pushes the same ideas (with slight tweaks), and relies on what already works. But it's time for that mentality to shift.

2019 Year-End Treasurer's Report to Members

The CPRS-Vancouver 2018-2019 fiscal year saw net assets increase while also exceeding budget expectations. Overall, the Chapter saw net income of \$3,338, finishing the year with total assets of \$75,229. The last three years have seen a total increase of \$16,781.

Revenue

Our total revenues for the year was \$52,100, an increase of \$2,564 over the previous year and reached 98% of budget expectations.

Increases were recorded in four portfolios relative to last year:

- Job Board increased by \$900 or 4%
- Membership increased by \$966 or 7%
- Workshops increased by \$1,391 or 30%
- Sponsorships increased by \$500

Four areas underperformed relative to last year:

- Interest income with a decrease of \$41 or 12%
- Speaker Series with a decrease of \$301 or 10%
- Special Membership Events with a decrease of \$763 or 21%
- Student Memberships with a decrease of \$88 or 10%

Portfolios that had fiscal year projections but did not materialize:

- Student Events with a budget expectation of \$300

Expenses

While revenues increased, so did expenses — which the Board kept a tight control over. Total expenses for the year were \$48,762, an increase of 6% from the previous year and 92% of budget expectations.

Most areas had slight fluctuation in numbers as compared to the previous year, but areas with significant savings or expense increases include:

- Workshops (Junior to Mid) with a decrease of \$853 or 15%
- Speaker Series with an increase of \$543 or 17%
- Workshops (Senior) with an increase of \$672 or 137%
- Special Membership Events with an increase of \$1,188 or 23%
- Communications with an increase of \$708 or 27%

2018 Accreditation Honourees

Sara Goldvine, MCM, APR
Deneka Michaud, MA, APR
Beverly Pausche, APR

Members with Distinction

Lifetime Members

Larry Cardy, LM
Jean Cormier, APR, LM
Deborah Folka, APR, FCPRS, LM
Francine L. Gaudet, APR, FCPRS, LM
Douglas Heal, LM
Hal Holden, APR, LM
Susan Jamieson-McLarnon, APR, LM
Peggy John, APR, LM
Verne Prior, LM
Catherine Robertson, LM
Allard W. van Veen, APR, FCPRS, LM
Frank Walden, LM

College of Fellows

Diana Barkley, APR, FCPRS
Ange Frymire-Fleming, APR, FCPRS
Deborah Folka, APR, FCPRS, LM
Francine L. Gaudet, APR, FCPRS, LM
Sharon Stevens, APR, FCPRS
Allard W. van Veen, APR, FCPRS, LM
Geraldine Vance, APR, FCPRS
Victor Vrsnik, MCM, APR, FCPRS

Accredited in Public Relations (APR) Designation

Clay Adams ABC, APR
Lisa Baergen, APR, MCC
Diana Barkley, APR, FCPRS
Clifford L. Bowman, MIRM, APR
Christine Brooks, APR
Rennie Brown, APR
Libby Brown, APR
Maureen Cameron, APR
Clive Camm, APR
Steve Campbell, APR
Michelle Clausius, APR
Michele Comeau, APR
Jean Cormier, APR, LM
Deborah Folka, APR, FCPRS, LM
Jillian Glover, APR
Sara Goldvine, MCM, APR
Gwen Hardy, APR
James Hoggan, APR
Hal Holden, APR, LM

Scott Jackson, APR
Susan Jamieson-McLarnon, APR, LM
Peggy John, APR, LM
John Kageorge, APR
Angela Koulyras, APR
Regan Lal, APR
Cheryl Landrigan, APR
Patricia MacNeil, APR
Liz Mallender, APR
Julie Marzolf, APR
Amanda McCuaig, APR
Jeff Meerman, APR
Deneka Michaud, APR
Robert Wayne Paddon, MBA, MA, APR
Beverly Pausche, APR
Rashpal Rai, APR
Bruce P.L. Rozenhart, APR
Emma Shea, APR
Sharon Shore, APR

Deborah Skaey, APR
Sharon Stevens, APR, FCPRS
Kathie R. Taylor, APR
Sydney Tomchenko, APR
Allard W. van Veen, APR, FCPRS, LM
Geraldine Vance, APR, FCPRS
Victor Vrsnik, MCM, APR, FCPRS

Membership Anniversaries

45 Years

Clifford L. Bowman, M.I.R.M, APR
Catherine Robertson, LM
Allard W. van Veen, APR, FCPRS, LM

35 Years

Robert Wayne Paddon, MBA, MA,
APR

30 Years

Julie Marzolf, APR
Sharon Stevens, APR, FCPRS

25 Years

Christine Brooks, APR
Deborah Skaey, APR
Marisa Nichini, BSc, MA

20 Years

Elizabeth Bruce
Michelle Clausius, APR
Cheryl Landrigan, APR
Rashpal Rai, APR
Doug Strachan
Geraldine Vance, APR, FCPRS

15 Years

Lisa Baergen, APR, MCC
Nina Ng

10 Years

Clay Adams, ABC, APR
Rebecca Catley
Sally Greenwood
Adam Grossman
Jason Howe
Terence Little

Emma Shea, APR

Diana Sorace
Dixon Tam
Katie White

5 Years

Robin Cook Bondy
Jason Boshier
Pascale Cyr
Lara Gerrits
Patricia Hall
Doug Henderson
Dana Koch, MA
Regan Lal, APR
Amanda McCuaig, APR
Deneka Michaud, APR
Reet Sidhu
Rebecca Vaughan
Johanna Ward, MA

New Members 2018-2019

Laura Abbott
Maria Bekiaris
Tara Bojdak
Perry Boldt
Nicole Brassard
Vicki Brydon
Grace Chan
Chris Chok
Cydney Curran
Marsha D'Angelo
Tessa Day
Lorena Dexter Chaichian
Mai Anh Doan
Judy Dobrowolski
Paula Bruna Victoria Ferreira Schutt
Andrew Frank
Hannah Foley
Angie Gaddy
Wahida Gardizi

Carolyn Grafton
Jen Hill
Jane Ince
Anna Kalfa
Danielle Kent
Dariain Kovacs
Johnson Lee
Tom Leslie
Joanna Linsangan
Sabrina Locicero
Mat Loup
Bryan Lutz
Megan MacMillan
Rob Maguire
Christine Mallier
Sarah McKinney
Braden McMillan
Philip Omulo
Jennifer Paterson

Caitlin Porter
Matthew Ramsey
Kamran Shaikh
Andy Ching YuShen
Luisa Velez
Stephen Watson
Carly Whetter
Bethan Williams
Angela Wilson

Members Serving CPRS National

National Board of Directors

Victor Vrsnik, APR, FCPRS

Presidents Council

Johanna Ward

Awards of Excellence Judges

Deborah Folka, APR, FCPRS, LM
John Kageorge, APR
Carla Shore, APR

Awards of Excellence Jury Coordinator

Johanna Ward

Accreditation Examiners

Barb Floden, APR
Deborah Folka, APR, FCPRS, LM
John Kageorge, APR
Rashpal Rai, APR
Emma Shea, APR
Sharon Shore, APR
Kathie Taylor, APR

No Good Deed columnists

Deborah Folka, APR, FCPRS, LM
Martin Livingston
Karen McCluskey, APR
Jackie Asante
Libby Brown, APR
Peggy John, APR, LM

CPRS Foundation

Clay Adams, APR, ABC
Jeff Meerman, APR

Speakers at National Conference

Theodora Jean
Amanda McCuaig, APR

CPRS Vancouver Volunteers

Lorna Allen | Newsletter Manager

Cary Debenham | Graphic Designer

Amy Johnston | Web Publisher

Andrea Magee, Content Manager

Sarah Evans | Instagram Manager

Jenna Kuchinsky | Facebook Manager

Tarah Sloan | CPRS Vancouver Bookkeeper

Justin Wong | CPRS Vancouver Volunteer
Coordinator

Vicki Brydon | Writer

Victoria Fawkes | Writer

Wahidia Gardizi | Writer

Kristine McLellan | Writer

Paula Schütt | Writer

Christine Ackerly

Jas Baweja

Ilana Baxter

Maureen Cameron, APR

Catherine Canil

Lesley Chang

Alex Grace

Cody Karman

Braden McMillan

Kelly Moon

Nina Ng

Philip Omulo

Scott Parker

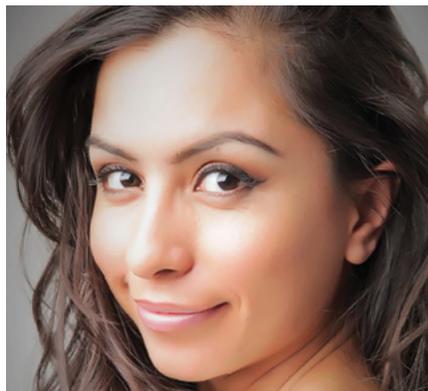
Neena Rahemtulla

Chrystal Palaty

Sharon Shore, APR

Julia White

Our Volunteers





CPRS | **ICPRsIPS**

HOT TOPIC **Money Laundering: GR & PR insights from the real estate industry**

Special guest speakers from BC Real Estate Association (BCREA)
Trevor Hargreaves
Vice President of Government Relations
April Van Ert
Entrepreneurship Advisor

Thursday, May 30, 2019 5:30-7:30pm
Joey Bentall - Private Mezzanine (507 Burrard St., Vancouver)



2018 Annual General Meeting Minutes



CPRS Vancouver Minutes of the 2018 Annual General Meeting

Thursday, June 14, 2018

The Granville Room
957 Granville St, Vancouver, BC

Minutes: Justine Poirier

1. Call to order: Shea

Theodora Jean, Director of Special Events and meeting co-chair, joined by Emma Shea, APR, President and meeting co-chair, called the Annual General Meeting to order at 6:30 pm.

2. Review of the agenda / thank you sponsors: Jean

Theodora Jean outlined the agenda for the 2018 Annual General Meeting. She thanked the sponsors of the event: 7 Gate Ventures, Nature's Path, Takaya Tours, Munro/Thompson Communications, Communica, TD Bank False Creek, Met Fine Printers and Vins Philippe Dandurand Wines.

3. Approval of June 2017 Annual General Meeting minutes: Shea

Emma Shea motioned to approve the meeting minutes from the 2017 AGM. Seconded by Johanna Ward. Passed unanimously.

4. Treasurer's report: Cheung

The CPRS Vancouver 2017-2018 fiscal year saw net assets increase while also exceeding budget expectations. Overall, the Chapter saw net income of \$3,580, which is a 3,060% of expectations compared to the budget. When combined with last year's net income, the two-year increase saw a total of \$13,443.

Revenue

Our total revenues for the year was \$49,536, a decrease of 17% over the previous year and reached 88% of expectations as compared to the budget. Increases were recorded in two portfolios relative to last year:

- Interest income increased by \$105 or 43%
- PD workshops increased by \$2,349 or 96%

Four areas underperformed relative to last year:

- Job Board with a decrease of \$998 or 4%
- Membership with a decrease of \$5,310 or 28%
- Speaker Series with a decrease of \$4,400 or 60%
- Student Memberships with a decrease of \$972 or 51%

Portfolios that had fiscal year projections but did not materialize:

- Sponsorships with a budget expectation of \$1,600
- Student Events with a budget expectation of \$1,000

Expenses

Although revenues decreased, so did expenses — which the board kept a tight control over. Total expenses for the year were \$45,956, a decrease of 7% from the previous year and 82% of expectations as compared to the budget.

Areas that saw significant savings include:

- Job Board with a decrease of \$870 or 36%
- Management and Membership Services with a decrease of \$3,289 or 13%
- Speaker Series with a decrease of \$5,073 or 61%

Expenses increased in the following portfolios:

- PD workshops with an increase of \$3,858 or 160%
- Special Events with an increase of \$1,097 or 27%

The Chapter finished the year with total assets of \$73,216 and total liabilities of \$1,324. The majority of our assets are invested in stable investment vehicles with conservative risk assessments.

A big thanks goes to outgoing Treasurer, Dave Lefebvre, who served as Chapter Treasurer from June 2016 to March 2018.

5. Recognition and thanks: Shea

Emma Shea thanked outgoing CPRS Vancouver Board members Thomas Miller, Ange Frymire-Fleming, APR, FCPRS, Dave Lefebvre and Todd Hauptman.

Theodora Jean invited incoming Accreditation Directors Scott Jackson, APR and Patricia MacNeil, APR to officially congratulate this year's APR inductees:

- Jillian Glover, APR
- Regan Lal, APR

Regan Lal offered her comments on earning Accreditation.

Emma Shea also recognized other APR's and Fellows in attendance at the event.

Theodora Jean invited outgoing Director of Students and Education, Thomas Miller, to present the 2018 CPRS Vancouver Student Scholarship award to Catherine Canil.

Catherine Canil offered her comments on winning the scholarship.

6. Volunteer recognition: Colledge

Theodora Jean invited Director of Communications, Tanya Colledge to come to the stage and acknowledge the efforts of the chapter's volunteers in the 2017-2018 year. Volunteers present were asked to stand and be recognized.

Emma Shea also recognized and thanked the 2017-2018 volunteer Board of Directors for their hard work and dedication: Clay Adams, ABC, APR; Perry Boldt; Tanya Colledge; Hosea Cheung; Ange Frymire Fleming, APR, FCPRS; Todd Hauptman; Kurt Heinrich; Theodora Jean; John Kageorge, APR; Dave Lefebvre; Wan Yee Lok; Judy Hsu, Deneka Michaud; Thomas Miller; Justine Poirier; Caeli Turner; Johanna Ward

7. Outgoing President's remarks: Shea

Emma Shea, APR, President, presented highlights from key initiatives and outcomes from the 2017-2018 year, including that CPRS Vancouver is now the largest member society in the country, and that CPRS Vancouver will celebrate its 60th anniversary in the upcoming year.

Shea spoke about volunteerism and her experiences belonging to CPRS Vancouver over the past 9 years. She also discussed belonging to and actively participating in a community and the importance of doing so. She thanked the group for their support of CPRS Vancouver.

8. Election of 2018-2019 CPRS Vancouver Board of Directors: Shea

The following are nominated for an incoming 3-year term:

Re-election: Theodora Jean (Vice President)

Perry Boldt

Emily Marroquin

Amanda Munro

Patricia MacNeil, APR

Scott Jackson, APR

Wan Yee Lok

Caeli Turner

The following are nominated for an incoming 1-year term:

Hosea Cheung (Treasurer)

Re-Election: John Kageorge, APR

Motion to adopt and induct the above-mentioned individuals was made by Shea. Seconded by Rashpal Rai. Passed unanimously.

The 2018-2018 CPRS Vancouver Board of Directors is as follows:

President: Johanna Ward
Vice President: Theodora Jan
Treasurer: Hosea Cheung
Past President: Emma Sha, APR
Operations: Justine Poirier
Accreditation: Scott Jackson, APR & Patricia MacNeil, APR
Communications: Tanya Colledge
Membership: John Kageorge, APR
Mentorship: Deneka Michaud
Professional Development: Caeli Turner & Wan Yee Lok
Pro-D: Senior level: Clay Adams, APR, ABC
Speaker Series: Perry Boldt & Wan Yee Lok
Special Events: Emily Marroquin & Amanda Munro
Sponsorships/Partnerships: *Vacant*
Students/Education: *Vacant*

Shea mentioned that the Board is recruiting to fill two positions this fall: Director of Students and Education, and Director of Partnerships and Sponsorships. Shea encouraged those interested in the positions come forward to speak with incoming President Johanna Ward or incoming Vice President Theodora Jean following the event.

9. Incoming Presidents remarks: Ward

Johanna Ward, incoming president, recognized the many contributions of Emma Shea to CPRS Vancouver.

She spoke about Emma's dedication to CPRS that has not only kept the society flourishing, but also ensured that the Vancouver chapter is the envy of the country. She also thanked Emma for recruiting her to the CPRS Board and for the opportunities it's providing.

Ward spoke of her participation at the 2018 national CPRS conference in Charlottetown May 25-30, where she attended the President's Council. The national office has been busy over the past year, working to define a new strategic vision for CPRS. This work culminated in a new strategic framework for the organization built on four pillars: Community, Conscience, Collaboration and Careers.

The conference was a great reminder that the CPRS national community is strong, and it's a network members can tap into and be proud of as we work to ensure communications is at the C-suite table, providing strategic counsel and advice.

She said she plans to continue the good work Shea has put in place, and to engage members, from students to senior practitioners. It's going to be a good year.

10. Door Prizes and Adjournment: Jean

Theodora Jean gave out the door prizes. Jean and Shea moved to adjourn the meeting at 7:15 pm. Seconded by Ward. Passed unanimously.

Financial Statements

Canadian Public Relations Society – Vancouver **Financial Statements** **For the Year Ended March 31, 2019** *(Unaudited – See Notice to Reader)*

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Notice to Reader

On the basis of information provided by management, I have compiled the balance sheet of Canadian Public Relations Society - Vancouver as at March 31, 2019 and the statement of income and retained earnings for the year then ended. I have not performed an audit or a review in respect of these financial statements and, accordingly, I express no assurance thereon. Readers are cautioned that these statements may not be appropriate for their purposes.



**T. Sloan, Bookkeeper
CPRS Vancouver**

May 11, 2019

Canadian Public Relations Society - Vancouver

Balance Sheet

As at March 31, 2019

(Unaudited - see Notice to Reader)

Assets

Current Assets

Cash	\$ 25,721
Short Term Investments	43,122
Accounts Receivable	7,225

Total Current Assets	\$ 76,068
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Liabilities and Net Assets

Current Liabilities

Accounts Payable	\$ 446
GST/HST Payable	392

Total Current Liabilities	\$ 838
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Net Assets

Professional Development Funding	75,229
----------------------------------	--------

Total Liabilities and Equity	\$ 76,068
-------------------------------------	------------------

Approved on Behalf of the Board:

Canadian Public Relations Society - Vancouver

Statement of Income and Retained Earnings

For the Year Ended March 31, 2019

(Unaudited - see Notice to Reader)

	Actual	Budget
Revenue		
Interest Income	\$ 310	\$ 300
Job Registry	24,300	20,400
Memberships	14,567	15,548
PD-Workshop - Jr. to Mid.	5,377	8,020
PD-Workshop - Sr.	800	-
Speaker Series	2,589	-
Special Membership Events	2,819	5,595
Sponsorships	500	1,500
Student Memberships	838	1,760
Student Events	-	300
Total revenue	52,100	53,423
Expenses		
Board	1,461	2,075
Bank Charges	660	180
Insurance	41	500
Job Registry	-	450
Accreditation	348	500
Management Services	21,300	22,000
Accounting	2,710	2,400
Membership Marketing	198	1,378
Mentorship Program	-	250
PD-Workshop – Jr. to Mid.	4,943	9,380
PD-Workshop – Sr.	1,164	350
Speaker Series	3,776	-
Student Scholarship	2,000	2,000
Communications	3,300	4,400
Student Events	-	300
Special Membership Events	6,421	5,630
Volunteers	439	1,000
Total Expenses	48,762	52,793
Net Income	3,338	631
Net Assets, beginning of year	71,892	71,892
Net Assets, end of year	\$ 75,229	\$ 72,523

Designed By

Cary Debenham at CaryDraws

hi@carydraws.com



Canadian Public
Relations Society

Vancouver Society



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