



Canadian Public
Relations Society

Vancouver Society

Canadian Public Relations Society Vancouver

Report to Members | 2021–2022

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.

2022: A year of renewal and reinvention

The past year was one of uncertainty: we opened up, closed down, and then opened up again. We hope COVID-19 has finally ended, and we can move forward with our focus on renewal and reinvention as we navigate the post-COVID world.

With a sense of dizziness from so much pivoting, we are a stronger and more resilient organization as a result. In the year ahead, we look forward to seeing you at more in-person events, reevaluating what we offer to our members of all career levels, and ensuring an EDI lens is on everything we do.

What we've missed most—and know you have to—is making real-life connections. That said, the year ahead will not disappoint! We are well underway planning professional development and networking opportunities featuring relevant and timely topics, trends, and technologies.

In June 2023, CPRS Vancouver and CPRS Vancouver Island will also be hosting the National Conference in Whistler. You'll not only have access to content and workshops from the best practitioners in the country, you'll also get a chance to “dust off” your networking in one of the most beautiful places on earth.

Excited yet?

It's good to be back, CPRS Vancouver!

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President's Report



Amanda Munro
President [*she,her*]

Current Gig

Partner, Munro Thompson Communications

[in](#) /amandamunro

The pandemic has taught me:

We are more resilient and adaptive than we give ourselves credit for. Pushing the boundaries of what is possible, is what public relations is all about. We shouldn't be afraid of trying new ways of doing things or listening to what our audiences value and expect. The only thing constant is change, so let's embrace it!

Another CPRS Vancouver programming year has come to a close. To say this has been another challenging year would be an understatement. As we all try to navigate our personal and professional lives in the new post-COVID normal, CPRS Vancouver's Board of Directors and dedicated volunteers have been working hard to ensure our programs and offerings have continued to adapt and grow.

2021-22 Highlights

New Portfolios and Directors:

- In Fall 2021, CPRS Vancouver established its Equity, Diversity, and Inclusion (EDI) subcommittee, and recruited Nevasha Naidoo for the new EDI Director position on our board. One year in, and I'm proud of what the committee has accomplished (take a read further down in this report to learn more).
- In addition to the EDI Director role and portfolio, our board created the Volunteer Services Director role to help recruit, oversee, and mentor volunteers. We were fortunate and grateful to welcome Roberta Prattico to our board (read all about how many new volunteers we have welcomed aboard in her report, below).

Expanded and Shifting Portfolios:

- Given the amount of work required for the Communications portfolio, we expanded the role to be a two-Director position. We were elated

to welcome Dina Ziad, APR, to the board in the winter of 2021.

- After shifting our events from in-person to online in 2020, we are now inching our way toward a hybrid model, and some in-person events. In turn, we combined the previously divided events portfolios (Professional Development and Special Events) into one overarching portfolio.
- We also formed an Events subcommittee, which includes Directors from across the Board, to deliver Professional Development events at all levels, as well as our Special Events (AGM and Holiday Social). We will be recruiting for more Directors to support our events this upcoming year so if you have time to give back, please reach out to our Executive!

New Relationships:

- CPRS National has gone through some drastic changes over the last year, with a new association management team in place led by new Executive Director, Sara Rafuse. Thanks to all the work being

done by CPRS National—we appreciate the efforts done around setting up new processes, and learning the rich history of our organization (there is a big learning curve!)

Strengthening Relationships:

- Our association management team, Sea to Sky Association Management (S2S), has done a fantastic job navigating the ongoing changes of the COVID era. S2S has recently taken over our bookkeeping services and is working directly with our Treasurer to manage our finances. Kudos to the team—especially Chaimaa Gamraoui and Sarah Lewis—thank you for all the work you do for CPRS Vancouver.

Looking Ahead

Next year Alexandra Skinner will be taking over reigns as President of our chapter, and I am confident we will all be in great hands.

Some of the exciting things happening next year:

- The CPRS 2023 National conference will be in Whistler! Some of you may recall that Whistler was to be the location for the 2020 conference, but COVID came and changed this plan (along with countless other plans!). We're ready to bounce back and host this exciting annual event—along with our fellow BC-based local societies,

Vancouver Island and Northern Lights. Stay tuned for more information and reach out if you'd like to volunteer.

- Further expansion of our EDI work and alignment with National's EDI task force. CPRS National will be working on its National EDI strategy in 2022-23, and once that is in place, our EDI subcommittee will look at how we can support and implement the strategy at a local level.
- Hopefully back to more in-person events!

Thank you to our dedicated volunteer board of directors, and all of the volunteers (including many new faces!) who have given back to our membership and our profession over the past year. Without all of your time, work, and expertise, our society wouldn't be where it is today.

For those members we haven't yet had a chance to meet, we hope to see you at an event in the near future. Remember—our door is always open, so if you want to learn more, or get involved with CPRS Vancouver, feel free to connect with any of our board directors.

Let's make it a great 2022-23!

Amanda Munro
Amanda Munro





Tanya Colledge, APR
Past President [she,her]

Current Gig

Manager, Communications and Stakeholder Engagement,
Provincial Health Services Authority

@TanyaColledge /tanyacolledge

Favourite CPRS memory

My favourite CPRS memory has to be earning my APR in 2019. While the process of learning all the theory and studying for the exams was challenging, I enjoyed the process as it reinforced the importance of best practices and ethics in our profession. Once I found out I had been successful, the outpour of support from APRs and members across the country (even ones I didn't know) was incredible. Made me very proud to be a CPRS member!



Alexandra Skinner
Vice-President [she,her]

Current Gig

Manager, Government & Media Relations at WorkSafeBC

/alexandraskinneryvr

Top PR pro tip

Whether you are on the agency side, a consultant, or you work in house— treat every interaction with every colleague like you would treat an external client. Most of us manage up well—knowing that our careers depend on it—but we need to think about how we interact with our peers and subordinates. In times of need, these people can be our greatest supporters and cheerleaders.



Hanne Lene Dalgleish
Director of Operations [she,her]

Current Gig

Communications Coordinator,
Roundhouse Community Arts & Recreation Centre

/dalgleish

Most proud career moment

There is not so much one moment but a series of moments. Whenever I've worked with apprentices, interns, or students, I've always felt privileged to share some of my insights with them. I love watching them succeed in whatever career they develop.

Accreditation Report



Robin Cook-Bondy, APR
Co-Chair, Accreditation [she,her]

Current Gig

Senior Associate, Apostrophe
PR & Instructor, Public Relations
and Applied Communications at
Kwantlen Polytechnic University

/robincookbondy

Current Gig

Senior Director, Communications
& Content Services at Provincial
Health Services Authority

/caeli-murray-ma-apr-54228412



Caeli Murray, APR
Co-Chair, Accreditation [she,her]

It's been another strong year for the APR Accreditation program.

Co-chairs, Robin Cook-Bondy, APR, and Caeli Murray, APR have led this portfolio by hosting a series of Q & A sessions with the Vancouver cohort in preparation of the APR exams.

Big congratulations to the four local graduates of the 2021 examinations, which includes two CPRS Vancouver board Directors: Carolyn Rohaly (Director, Special Events & Professional Development), Dina Zaid (Director, Communications)— as well as Candace Hernandez and Courtney McGillion.

We look forward to celebrating your accomplishments!

In preparation for the 2022 Examination, ongoing study sessions continue to focus on:

- Writing samples and work-sample overviews
- Familiarity with the APR process and curriculum
- Study tips, reviews, and individual consultations
- 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 and 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.

Communications Report



Dina Zaid [she,her]
Co-director of Communications

Current Gig
Marketing & Communications Specialist at General Fusion
in /dfouad

Best career advice I ever received
When I was a junior communication specialist, I focused on putting in the time and effort to deliver my best work every time. That meant I didn't spend much time socializing with my co-workers or others in the industry, and I usually kept my head down and worked. My manager at the time gave me this piece of advice if I wanted to progress and earn promotions, make it to a Communications Director one day. He said the work will get done anyway, so invest some of your time and effort in building your brand and voice in the company. Show people you are an expert and let them come to you and ask for counsel.

I am #CPRSProud because...
I love everything I learn from this fantastic community, be it industry experts at CPRS Vancouver's events or Board Directors I work with. This is an extraordinary community, and I am glad I can be a part of it.

This past year has seen the CPRs Vancouver communications team create great content across all our digital platforms: LinkedIn, Facebook, Twitter and a biweekly newsletter.

The last 12 months have presented challenges in delivering our ambitious plan due to resources. Despite those challenges, the team managed to pull together content for our newsletter, tailor social media posts to promote our ongoing events and publish content to celebrate and acknowledge awareness days.

The team has also created a series of blog posts covering topics and events such as: Why Representation Matters (in honour of Sikh Heritage Month), Prestige Awards, Combatting implicit bias in Public Relations, and Why Your Website Is Not Performing Well: Mistakes to Correct and more.

TWITTER

4,000+ followers

INSTAGRAM

540+ followers

NEWSLETTER

10+ Issues of *Essentials*

FACEBOOK

750+ followers

LINKEDIN

700+ followers

BLOG POSTS

13 Blog posts

Membership Report



Lesley Chang 張桂敵
Director of Membership [she,her]

Current Gig
Senior Account Manager, tartanbond
lesley@lesleychang.net

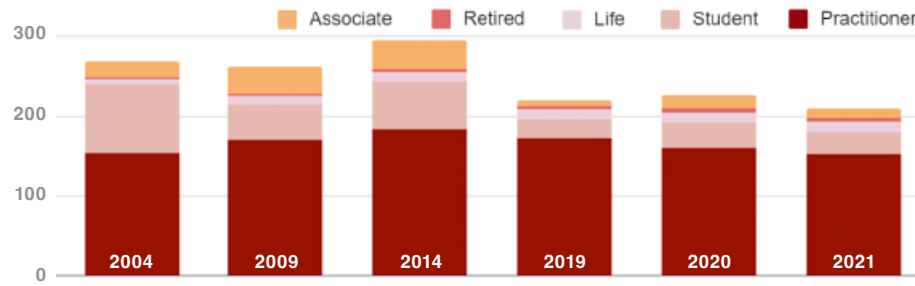
Favourite part about PR in Vancouver:
I love how tight knit the PR industry is in Vancouver, and just how helpful everyone is. There's a true sense of collaboration and community in the PR and communications industry, and that's one of the reasons why I love being the membership director. Now... if only I could convince someone to be our industry's Lady Whistledown... :D

The number of CPRS Vancouver active memberships saw a slight dip in 2021-22, but recruitment efforts stayed strong. At 210 members strong, our chapter welcomed 45 new members* (including re-welcoming some familiar faces) with 28 of those members joining in at the student level in 2021-22. We also welcomed 12 new associate members to the profession. Welcome, all!

By The Numbers: Members**

- Active CPRS Vancouver Members: **210**
- Student Members: **28**
- Life Members: **13**
- Retired Members: **5**
- Associate Members: **12**

CPRS Vancouver Membership by Year



Between the stellar CPRS Vancouver mentorship program, headed by outgoing director Marsha D'Angelo who carefully paired mentors and mentees during her term, the incredibly engaging virtual events developed and produced by events director Carolyn Rohaly and her team, the introduction of the new EDI committee headed by the new EDI Director, Nevasha Naidoo, the launch of CPRS Vancouver's very own PRestige Awards by past president Tanya Colledge, and the many other initiatives that the hardworking volunteer board developed and delivered, it's clear that the board of directors passion for professional development and professional excellence shone through this past year.

We're also tipping our hats to the CPRS Vancouver members who received their APR designation this year:

- Candace Hernandez, APR - Richmond, BC
 - Erin Toews, APR - Summerland, BC
 - Courtney mcGillion, MCM, APR - Burnaby, BC
 - Dian Zaid, APR - North Vancouver, BC
 - Carolyn Rohaly, MUP, APR - Vancouver, BC
- Congratulations to all.*

As restrictions continue to lift, I truly look forward to seeing everyone in person at our future events. Please don't be shy! I'd love to say hi.

* Note: in last year's report to members, it was incorrectly reported that CPRS Vancouver welcomed five new members. In actuality, CPRS Vancouver welcomed 28 new members. The membership director deeply apologizes for this error.

** Total active CPRS Members for the period of June 1, 2021 to May 31, 2022

Mentorship Report



Marsha D'Angelo
Director of Mentorship [she,her]

Current Gig

Principal, Apostrophe PR

[in /marshadangelo](#) [✉ mdangelo@apostrophepr.com](mailto:mdangelo@apostrophepr.com)

Most proud career moment

I am most proud of my firm, Apostrophe, and the work that my team and I are doing to elevate diverse voices, perspectives, and issues. As my firm grows, I stay committed to our core value of “communications for good” and to working with clients who are advocating for a better, kinder, and more inclusive world for all.

It's hard to believe this is my last year as Director of Mentorship. I was so impressed with the caliber of mentors and mentees who applied to the program this year. One of my favourite parts of being the Director of Mentorship was the opportunity to thoughtfully pair seasoned practitioners with up and coming PR professionals.

Although we didn't get a chance to gather at the start of the year (due to the ongoing COVID restrictions), I had the chance to speak with many of this year's program participants. They are a committed and accomplished group.

As my last year as Director of Mentorship comes to a close, I'm grateful to have had the opportunity to update the program's messaging, enhance the website copy, and provide recommendations to improve the application process for this portfolio. The Vancouver CPRS Mentorship Program is such a wonderful way for people in our industry to connect. I look forward to seeing how the program continues to grow and evolve.



Director-at-Large Report



Rashpal Rai, APR
Director-at-Large [he,him]

Current Gig

Communications Leader, Vancouver Coastal Health

[in /rashpalraiapr](#) [✉ Rashpal.Rai@shaw.ca](mailto:Rashpal.Rai@shaw.ca)

Most proud career moment

Being the first to reach every level in my public relations career as a turbaned Sikh—the first to get into the profession in Canada, the first to reach a manager or senior manager level role, the first to serve on the local CPRS Chapter Board and on the CPRS National Board, and the first to attain an APR designation.

The 2021/2022 program has been a busy year for CPRS Vancouver as we've continued to grow programs we launched last year and work with CPRS National driving change in our Society, and in our industry.

CPRS Vancouver PRestige Awards

Under the tremendous leadership of our past-President, Tanya Colledge, APR, we launched the second annual CPRS Vancouver PRestige Awards program. This was an opportunity to showcase some of the best and effective communications programs, campaigns and projects by Vancouver-based practitioners.

These awards were presented at the CPRS Vancouver AGM on June 23, 2022. I was privileged to work with an amazing group of PR practitioners who served as judges in this year's program. I want to thank our judges for sharing their time, knowledge, expertise and experience in reviewing this year's awards submissions:

- Julia Harvie-Shemco, APR
- Roberta Pratico
- Regan Lal, APR
- Johanna Ward, APR
- Patricia MacNeil, APR
- Dina Zaid, APR

I also had the opportunity to lead a team of judgments to review entries for the 2022 CPRS National Awards program. I wanted to sincerely thank CPRS Vancouver members Nevasha Naidoo and Jennifer Siddon, along with Lawrence Ezzo, APR, for serving as judge for this year's national awards program.

Beginning the Journey towards Equity, Diversity and Inclusion

Since 2020, I have led the CPRS National Task Force on Equity, Diversity and Inclusion (EDI) to fulfill the CPRS National Board's commitment for the National Society to be a professional association that values and demonstrates diversity and inclusion, and provides equitable opportunities for all members to participate fully in their profession and in their professional association. Following a national conversation held at the 2022 CPRS National Conference in Winnipeg this past June, the Task Force will be working in consultation with the CPRS Board of Directors and the Local Societies to engage members for their perspectives and insights as we begin developing EDI strategy for CPRS.

I also helped to launch the CPRS Vancouver EDI sub-committee who, under the leadership of Nevasha Naidoo and Pinder Rehal, hosted a series of events which created awareness and understanding on the lived and living experiences from practitioners and people from various backgrounds and what communicators can do to move the needle on EDI forward.

I want to personally thank CPRS Vancouver Board and volunteers for continuing to deliver and support quality programming and services to our members.

Special Events & Professional Development Report



Carolyn Rohaly, APR
Event Director [she,her]

Current Gig

Communications Manager, Rocky Mountaineer

@CarolynRohaly
 /carolyn.rohaly
 /carolynrohaly

Most proud career moment

Instead of my most proud career moment, I want to share my most “I can’t believe this is happening” career moment with you! It was when Bono, Jonny Rotten, John Hamm, and Woody Harrelson all showed up to a party I helped plan when I was working at *George Stroumboulopoulos Tonight*. We also had a swarm of hundreds of fans outside, who heard Justin Bieber was going to show up. Bieber did not show up, but practically everyone else did - and it was one of the best parties I ever planned or attended!

CPRS Vancouver is extremely proud that our 2021-22 season events focused on Equity, Diversity and Inclusion. The Event subcommittee worked with the EDI sub-committee to produce the following important events:

- October — Awkward Conversation: Invisible Disabilities and Corporate Culture
- January — A VanCity Case Study: Special Recognition Days and DEI on Social Media
- February — Black History Month x Unconscious Bias in the Workplace
- March — International Women’s Day: Establish Balance and Avoid Burnout
- April — Sikh Heritage Month: An Honest Conversation with South Asian PR & Media Groundbreakers

In addition to our EDI events, we presented our members with the following professional development events and speakers:

- October— CPRS Vancouver Board Ask Me Anything
- October — Making the Jump to Management
- January — Student Resume Building
- May — How to Score Big in Sport Communications

After two seasons apart, we were finally able to be together again and get cozy for a holiday social! To make it extra special, we joined forces with IABC-BC and communication professionals from the Vancouver area and had an unforgettable time reconnecting with each other. We also had a virtual holiday social, where we “Got Hygge With It” and celebrated staying cozy inside.

We are thrilled to present a hybrid AGM so local members can experience our incredible keynote speaker, Racelle Kooy, in person, and our national or immuno-compromised members can join virtually. We feel fortunate that we can bring our CPRS Vancouver members together in person for long-awaited networking and camaraderie.

Finally, we are pleased to announce our first two events for our 2022-23 season:

- September 29 — Integrating Reconciliation into Your PR Practice with Alison Tedford
- September (date TBC) — PRstige Award winner presentations and case studies

Watch for ticket sales at the end of the Summer. See you in September for the start of another year of professional development events, speaker series, and socials with CPRS Vancouver colleagues.

Somehow, the year is already drawing to a close. I am so grateful to have found a community of like-minded, dedicated and inspiring PR professionals in CPRS Vancouver. I’ve now completed my three-year term and will be stepping down from my role on the board of directors, but I intend to stay involved and connected with CPRS Vancouver, including through my role on the Local Advisory Committee.

Sponsorship Report



Mike Leland
Director, Sponsorships [he,him]

Current Gig

Divisional Secretary, Public Relations The Salvation Army, BC Division

mleland@shaw.ca
 604-375-4042

As the incoming Director, Sponsorships, I took a few weeks to do a bit of an audit on the current program and the role. My recommendation was to separate the role from a general Events Co-Director and keep it as a specialized role, focussing on sponsorships full time.

I began with review of the financials for the portfolio, looking at both past and current sponsorship materials, and trying to assess past strategies and performances. There was enough information for me to draw some conclusions, and after a quick needs assessment with some members of the committee, I was able to develop a plan for the coming year.

This development plan focuses on driving revenue through specific annual sponsorship opportunities, offering exclusivity for a select group of sponsors versus approaching several sponsors at smaller levels, year-round.

This approach will eliminate the need for perpetual searching and will allow us to generate revenues to pay for the things we need. It will allow us to be more strategic in planning on our events, will eliminate a lot of the uncertainty and stress in always trying to find sponsors, and, most importantly, it will allow us to focus our energies on keeping our valuable sponsors as key stakeholders.

A thorough review of the opportunities available, as well as a revamp of the recognition and stewardship plan, allowed for a proper valuation of each platform (sponsorship opportunity), which helped shape the budget. Below, is an outline of the objectives, goals and strategies:

Objective

- Drive significant revenue and create a sustainable annual budget so that the CPRS has the freedom to expand events and programs.
- *Revenue goal in the first year: \$20,000 (starting April 2022)*

Strategies

- Offer exclusive annual sponsorship opportunities to a select group of companies and supplement this with smaller “in-time” sponsorship opportunities.
- Provide personal year-round management through effective recognition and stewardship for all sponsors and partners.
- Target and align our tasks with companies that share values, audiences, client bases and other similar attributes attractive to partnering with the CPRS.

Action items completed to date:

- Gap analysis and prospect pipeline developed
- New sponsorship package developed
- Letter of Interest templates developed
- Outreach to several prospects started

Action items in progress:

- Agreement letter
- Stewardship grid
- Fulfilment report template

Equity, Diversity & Inclusion (EDI) Report



Nevasha Naidoo [she, her]
Director, EDI

Current Gig

Senior consultant, Platinum Public Relations

[@NevashaNaidoo](#) [/nevasha-naidoo-5228427](#) nevasha.naidoo@gmail.com

I am #CPRSProud because:

I'm an entrepreneur from South Africa with 23 plus years of PR experience. I arrived in Canada in 2015; I'm proudly Canadian. Shortly after landing in Canada, I became a CPRS Vancouver member and mentor to upcoming professionals. I am grateful to have met many exceptional PR professionals in this community who have helped me on my journey in Vancouver. Being an immigrant, I experienced several cultural barriers, including barriers to finding employment in Vancouver because the vast majority of my experience was from South Africa. It took time to adjust and find my feet.

Thanks to all the PR folks in Vancouver who have helped me on this PR journey. I am honored to be part of such a supportive community of professionals, and I'm absolutely #CPRSProud.

I'm grateful for two highlights: my recent appointment as the first EDI director on the board of CPRS Vancouver and being a keynote speaker at the CPRS Annual General Meeting in 2015. CPRS all the way!

CPRS Vancouver established the EDI portfolio in 2021 as part of its commitment to taking meaningful action to create a professional association that embraces diversity and inclusion and provides equitable opportunities for members to participate fully in their profession and professional association in Vancouver.

Five main goals of the EDI sub-committee

1. Develop an EDI policy for CPRS Vancouver to drive change and include recommendations to embed EDI policies and practices into all areas of CPRS Vancouver for 2022-2023.
2. Increase the knowledge of PR professionals on EDI and educate them to integrate this into their roles through Awkward/Honest Conversations, events, Special Recognition Days, case studies, presentations, and workshops.
3. Increase awareness of EDI policies, practices, and training among PR professional partners, media, and clients.
4. Recommend diversity targets for the local society board positions.
5. Support the development of a national equity, diversity, and inclusion strategy through the EDI subcommittee.

Accomplishments to date

- October 2021—Awkward Conversation: Invisible Disabilities and Corporate Culture
- January 2022—A VanCity case study: Special recognition days and DEI on social media
- February 2022—Black History Month x Unconscious Bias in the Workplace
- March 2022—International Women's Day: Establish Balance and Avoid Burnout
- April 2022—Sikh Heritage month: An Honest Conversation with South Asian PR & Media Groundbreakers
- Launched the EDI statement on the CPRS website and included it in the newsletter template

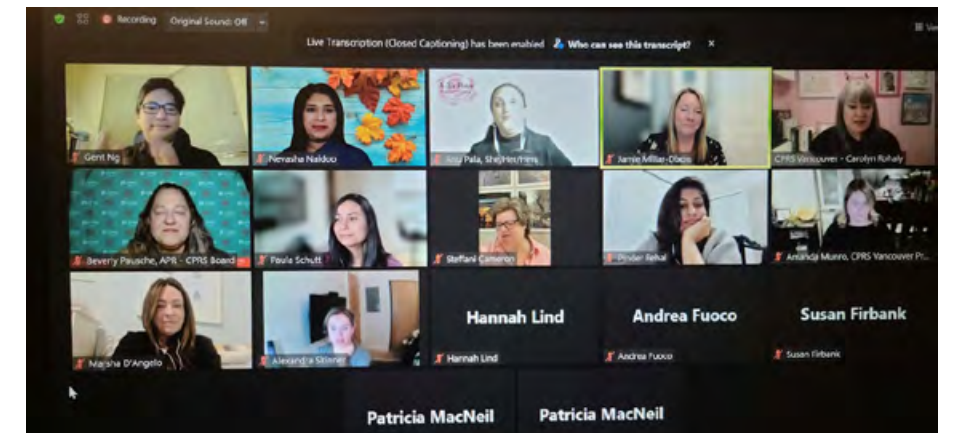
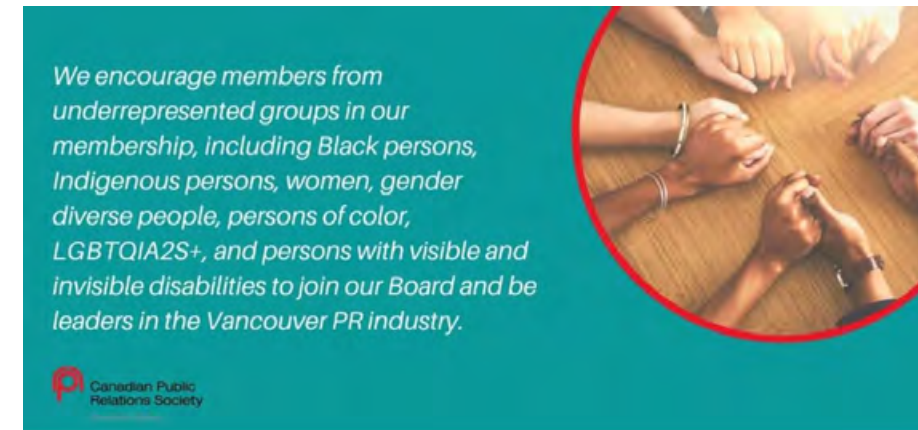
Coming next

- September 2022 Truth and Reconciliation Day—Awkward Conversation with Alison Telford: Integrating Reconciliation into Your PR Practice.
- Collaborate on the local EDI policy with the CPRS National Task Force led by Rashpal Rai.
- November blog post—an update one year into this new role.

EDI Highlights

EDI Statement

Thanks to Rashpal Rai, Marsha D'Angelo, Amanda Munro, Alexandra Skinner, and Pinder Rehal for their contribution in creating and finalizing this statement. You can find the statement on the CPRS Vancouver website under the following pages: cprsvancouver.com/About and cprsvancouver.com/Connect/Volunteers



Why did the Black Pioneers come?

Conditions in the U.S in 1858:

- Slavery laws were state governed and disparate. 1857 Dred Scott decision meant Blacks could never become American citizens.
- Blacks owned businesses and paid taxes but could not vote.
- Blacks could not testify in court against a white person or sit as jurors.
- Segregated schools or illegal to attend school.

Conditions in the British Colony in 1858:

- In 1855 large deposits of gold were discovered on the Fraser River. Fort Victoria soon became the 1st stop for thousands of American miners.
- Douglas, governor at that time, needed "a sizeable group of hardworking settlers" who would be loyal to the British crown and help to solidify Fort Victoria and the island as part of the British North.
- Understanding: Receive same protection as British citizens, land \$5/acre; after 9 months could vote and sit on juries, could become British subjects after 7 years and taking oath of allegiance.



Student & Education Report



Karen Tankard [she,her]
Director, Students & Education (former)

Current Gig
Podcast Instructor, BCIT & Professor of Communication, University Canada West.
[in /karen-tankard-ma](#)

While COVID-19 restrictions put a damper on the participation of Vancouver PR/Communications students—who have been attending courses online for the past two years—CPRS Vancouver has continued to rethink its approach to engaging this important demographic.

In January, we hosted a resume building event just for students. Maggie MacLean— a recruitment specialist with more than 15 years of experience globally and provincially at BC Pavilion Corporation and ICBC—offered tips and advice on how to build a first-rate resume. The event was free for PR and communications students in the lower mainland area.

We also worked with Simon Fraser University’s PR program to help get it accredited by CPRS National.

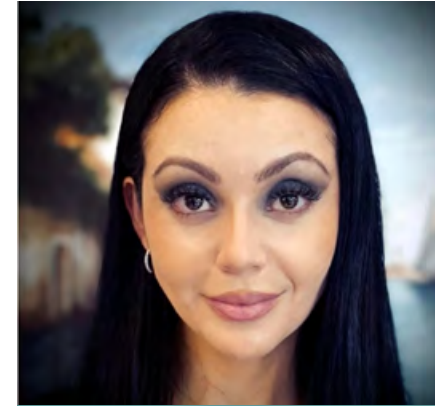
While our Student Director, Karen Tankard, left us early after a one-year term, we are grateful for her help moving this portfolio forward during a difficult transition year. Thank you also to Ruth Baldiconza, our student director, who continued to support this portfolio for 2021-2022. We wish Ruth the best in her future endeavors, and we are looking forward to recruiting and welcoming a new student board director for 2022-2023.

Our industry is evolving and expanding, with ample opportunities for people just starting out. As the job market shifts in favour of job seekers, in the coming year CPRS Vancouver will be focusing its efforts on helping students navigate this “buyers’ market” so they are well positioned to land fulfilling and strategic roles.

CPRS Vancouver’s Executive team is also working on a new strategic approach to the CPRS Student scholarship, which will be announced in the fall. We look forward to welcoming a new director to drive this initiative.



Volunteer Services Report



Roberta Praticò [she,her]
Director, Volunteer Services

Current Gig
Manager, Public Relations and Communications Associate at the Vancouver Aboriginal Child and Family Services Society
[in /roberta-prattico](#)

Top PR pro tip

Stay visible to the people you lead. Being visible means that most of the time, most of your employees see you or know where you are and what you’re working on. The higher your visibility, the more people will feel connected to you and experience motivation to accomplish their work successfully. The larger the group, the more difficult it becomes to remain visible. Having said that, prioritize allocating at least 5-10% of your day, everyday to informally chatting with your team. Don’t schedule that time and don’t call them into your office, take the initiative to walk around and find people where they work. Simply say hello, ask how things are going, and ask what, if anything, you can do to help, and don’t forget, when you can’t spend time with everyone, you can still connect using technology..

Volunteer Services was one of two new portfolios of the CPRS Vancouver Board of Directors.

This past year we onboarded 11 new volunteers in the capacities of EDI, copywriting, events management, social media management, newsletter content strategy, graphic design, and internal communications. Our volunteers’ experience ranges from post-secondary students, to emerging practitioners, to established professionals.

This is an exciting time for the chapter to refine its services to members and expand some programs. CPRS Vancouver is deeply committed to providing a fulfilling experience to our volunteers and the coming year will focus on retention strategies.



Treasury Report



Nicole Stewart
Treasurer [she,her]

Current Gig

Communication Instructor, Simon Fraser University

[@NicoleStewartPR](#) [/nicole-stewart-0b8a936](#)

Best career advice I ever received

When I started my first job as a junior publicist, I was encouraged to think “outside the box.” The pandemic has amplified our need to think “on the fly” and pivot “on a dime.” As a communications instructor, I’ve taken this advice to heart and have spent the last year teaching on unconventional platforms like Clubhouse and inside virtual reality from an Oculus Quest 2 headset.

I am #CPRSProud because

I love the Vancouver public relations community. From meeting our members at events to working with my fellow board members, it’s wonderful to be connected to the community that I came from.

The CPRSVancouver 2021-2022 fiscal year was defined by increasing profits and decreasing expenditures. Overall, it was an outstanding financial year and we are starting the 2022-2023 fiscal year off with current assets totalling \$54,274.85.

Revenue

The total revenue is \$39,232.49 for the 2021-2022 fiscal year, which is an increase of \$15,826.11 from 2020-2021.

Increases were recorded in six portfolio relative to last year:

- Awards generated \$1,951.92 in 2021-2022 (new line item)
- Memberships revenue increased by \$15,028.04
- PD-Workshop revenue (JrtoMid & cPRsips) increased by \$138.46
- PD-Sr/Leaders Network revenue increase by \$290.00 (new line item)
- Special events revenue (formerly “Speaker Series”) increased by \$1828.08
- Student events revenue increased by \$45.00 (new line item)

Two areas underperformed relative to last year:

- Job Registry revenue decreased by \$3,289.49
- Sponsorship revenue decreased by \$110.00

Expenses

The increase in income from the previous fiscal year was also met with a decrease in expenses, in large part due to digital events.

The total expenses for 2021-2022 were \$20,848.77 compared to \$32,939.45 in the previous fiscal year. Below is a highlight of some of the key increases and decreases:

- Board Expenses decreased by \$2,781.10
- Administrative services decreased by \$10,970.23
- Scholarships decreased by \$2000.00
- Membership expenses increased by \$1,753.91
- Accounting and Bookkeeping increased by \$2,229.09



2022 Accredited Members, Fellows & Life Members

Clay Adams, ABC, APR
Director, Corporate Communications & Marketing, *City of Richmond*

Lisa Baergen, APR, MCC
Vice President, Global Marketing, *NuData Security, a Mastercard Company*

Diana Barkley, APR, FCPRS
Retired, *The Barkley Communication Group*

Clifford L. Bowman, M.I.R.M., APR
Principal, *Bowman International Real Estate Marketing Inc. (BireM)*

Christine Brooks, APR
Managing Partner, *DCI STRATEGIC*

Libby Brown, APR
Director, Corporate Communications, *Provincial Health Services Authority*

Rennie Brown, APR
Communications Officer, *Provincial Health Services Authority*

Maureen Cameron, APR
Senior Communications Consultant

Clive Camm, APR
External Relations, *Vancouver Coastal Health Authority*

Steve Campbell, APR
President, *Campbell & Company Strategies Inc.*

Tanya Colledge, APR
Manager, Communications and Stakeholder Engagement, *Provincial Health Services Authority*
Michele Comeau, APR
Communications Manager, *Resort Municipality of Whistler*

Robin Cook Bondy, APR
Faculty, *Kwantlen Polytechnic University*

Jean Cormier, APR LM
Chairman, *Cormier Financial Corp.*

Deborah Folka, APR, FCPRS LM
Principal, *DLF Communications Ltd.*

Ange Frymire, APR, FCPRS, MBA
Faculty Professor/President, *KPU (Kwantlen Polytechnic University)/Vocal Point Communications*

Jillian Glover, APR
Senior Communications Advisor, *Transport Canada*

Sara Goldvine, MCM, APR
Vice President, *BC Housing*

Gwen Hardy, APR
Managing Partner, *Elettra Communications*

Wayne Hartrick, APR
President, *Canadian Men’s Health Foundation*

Candace Hernandez, APR
Vice-President & Chief Marketing Officer, *Richmond Hospital Foundation*

James Hoggan, APR
Owner & President, *James Hoggan and Associates Inc.*

Hal Holden, APR LM
Independent Consultant

Scott Jackson, APR
Manager, Communications, *Co-operative Housing Federation of Canada*

Susan Jamieson-McLarnon, APR LM
Principal, *Susan Jamieson-McLarnon Public Relations*

Peggy John, APR LM
Senior Program Manager, Organ Donation & Transplantation, *Canadian Blood Services*

Brenda Jones, APR
Public Relations Consultant, *Nyac Public Relations*

John Kageorge, APR
Consultant, *Vital Communications*

Susan Kirk, APR
Director of Communications, *Industry Training Authority (ITA)*

Angela Koulyras, APR
Senior Communications Consultant, *Onward Lending Group*

Regan Lal, APR
Associate Director, Communications, *Douglas College*

Accredited in Public Relations (APR)

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.

College of Fellows (FCPRS)

20 years experience and has provided leadership to the Society.

Life Members (LM)

Member for 30 years; Has provided outstanding leadership to CPRS Vancouver & CPRS National.

2022 Accredited Members, Fellows & Life Members

Cheryl Landrigan, APR
Consultant

Patricia MacNeil, APR
Director, Communications, *Vancouver School Board*

Liz Mallender, APR
Communications and Projects, *Oceanoer Sporting Goods Canada, Inc*

Julie Marzolf, APR
President, *Marzolf & Associates Strategic Communications ULC*

Karen McCluskey, APR
Principal, *KM Strategic Communications*

Amanda McCuaig, APR
Director of Communications, *Metro Vancouver*

Courtney McGillion, MCM, APR
Director, Communications, *BC Nurses Union*

Nancy McHarg, APR
Principal, *McHarg Communications*

Jeff Meerman, APR
Consultant, Communications & Public Affairs, *Meerman Communications*

Deneka Michaud, APR
Director, Communications and Stakeholder, *BC Public School Employers' Association*

Philip Mulder, APR, FEC (Hon.), FGC (Hon.), FCPRS

Caeli Murray, MA, APR
Senior Director, Communications and Content Services, *Provincial Health Services Authority*

Penelope Noble, APR
Senior Director, Communications and Content Services, *Provincial Health Services Authority*

Robert Wayne Paddon, MBA, MA, APR
Senior Counsel, *NATIONAL Public Relations*

Beverly Pausche, APR
Manager of Communications and Community Engagement, *West Vancouver School District*

Loren Plottel, B.A., APR
Associate Director, Communications and Marketing, *University of British Columbia*

Andrew Poon, BSc, MBA, MA
Manager, Corporate Communications, *BC Securities Commission*

Rashpal Rai, APR
Sr. Communications Consultant, *Vancouver Coastal Health*

Carolyn Rohaly, MUP, APR
Communications Manager, *Rocky Mountaineer*

Bruce P L Rozenhart, APR
President, *COUNTERPOINT Communications Inc.*

Emma Shea, APR
Founder & Senior Strategist, *EJS Public Relations Inc.*

Sharon Shore, APR
Senior Manager, Communications & Media, *Doctors of BC*

Deborah Skaey, APR
Senior Communications Strategist, *BC RCMP*

Christie Smith, APR

Sharon Stevens, APR, FCPRS
CEO, *Communications Solutions*

Kathie R. Taylor, APR
Taylor Communications

Erin Toews, APR
Communications Officer, *Interior Health Authority*

Sydney Tomchenko, APR
Retired

Allard W. van Veen, APR, FCPRS LM
Founder, *The PR Trust, PROI Worldwide*

Geraldine Vance, APR, FCPRS
Chief Executive Officer, *British Columbia Pharmacy Association*

Victor Vrsnik, MCM, APR, FCPRS
Senior Manager, Corporate Affairs & Business, *7-Eleven Canada*

Johanna Ward, MA, APR
Communications Specialist, *British Columbia College of Nurses and Midwives*

Dina Zaid, APR
Marketing and Communications Specialist, *General Fusion*

New Members 2021-2022

Welcome New Members!

The following practitioners have joined in the 12 months.

2021

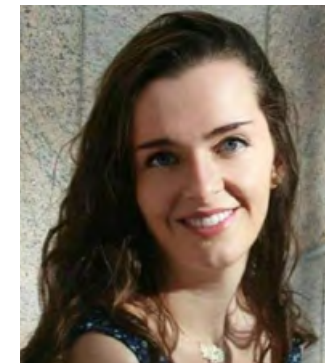
Bentley, Mackenzie
Colonnello, Renee
Factor, Keno
Jinah, Zayn
Ke, Krisy
Kennedy, Nicole
Kim, Peter
Kowalski, Maytal
Law, Gene
Le, My Huyen
Lepsoe, Claire
Lind, Hannah

Mikijuk, Malaya
Obaidi, Sinan
Parrett, Samantha
Pinto, Samantha
Popatia, Antalya
Prattico, Roberta
Rehal, Pinder
Sidhu, Parneet
Skinner, Alexandra
Smith, Pamela
Stewart, Nicole
Sushkova, Maria
Takenaka, Scott
van Blanken, Clint
Weyermars, Roanne
Willick, Blaine
Winpenny, Brenda
Wittman, Jessica

2022

Birch, Suzanne
Burns, Anna
Chalcraft, Dan
Fang, Sumin
Ho, Cecilia
Ma, Justine
MacLennan, Alanna
Manchon, Andrea
Mills, Lauren
Milne, Mischa
Ritzman, Shellee
Saltman, Jennifer
Shorthouse, Christina
Vanderheyden, Aletta
Young, Ashleigh

CPRS Vancouver Volunteers



Michaela Kelly
Events Management Coordinator

"I love meeting other communication practitioners outside of my workplace and sharing key insights, based on our own unique professional and personal backgrounds."



Nav Ravichandra
Social Media Specialist

"Since recently joining the Society, I am looking to immerse myself in the communications industry and learn a variety of tasks related to the field. I also hope to meet like-minded individuals!"



Marjorie Henderson
Blog Writer

"As a volunteer blogger, I write about the topics that matter to communicators. It's also an opportunity to give back to our profession and hopefully expand my network. It's this perfect combination that makes volunteering for the Society so worthwhile."



Sonoka Nakayama
Marketing Manager

"My favorite thing about volunteering is working with the other professional volunteers. I have been gaining valuable experience and developing my social skills since I started volunteering, which I can apply in everyday life."

CPRS Vancouver Volunteers



Sai Karnam

Graphic Designer

"As a Graphic Design, CPRS Vancouver has allowed me to refine my design skills, develop new ones and given me the opportunity to work with amazing people! It has benefited my design portfolio and opened a lot of job prospects for me. Having the experience is really beneficial and is something I would recommend to anyone!"



Gurjeet Ark

EDI Sub-committee Member

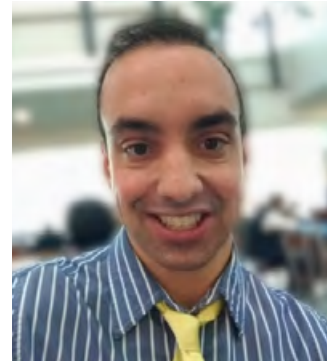
"The friendships I've formed in the last seven years volunteering at CPRS mean so much to me. I'm very thankful."



Amy Johnston

Web Content Manager

"I am looking forward to using my writing skills to help further CPRS Vancouver's EDI sub-committee's mission in highlighting diversity within the PR sector and making it an inclusive environment. We want PR practitioners across various sectors and industries to be and feel valued for their contributions through some form of recognition."



Dan Chalcraft

EDI Sub-committee Member

"I am looking forward to using my writing skills to help further CPRS Vancouver's EDI sub-committee's mission in highlighting diversity within the PR sector and making it an inclusive environment. We want PR practitioners across various sectors and industries to be and feel valued for their contributions through some form of recognition."



Reet Kaur

Communications/Event Coordinator

"I am looking forward to getting more involved with the community, refine my event-management, communication, teamwork skills, & build my network! This is a great place to grow in a respectful environment under incredible mentorship. I feel a sense of "belonging" because of the support I have received from members, despite it being through an online environment, & I'm very grateful for that."



Margaret Stodart

Newsletter Content Strategist/Blog Writer

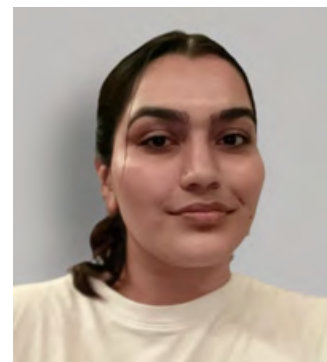
"I recently chose to volunteer with CPRS Vancouver as a newsletter strategist/blog writer to update my professional portfolio and broaden my professional skills, experience, and networking. Doing so has already greatly improved my confidence and job interview performance. I am very grateful for the welcome and I support I have received."



Angela Shen

Social Media Specialist/ Graphic Designer

"As a second year communications and SIAT major student, I have had the chance to learn the skills of communicative writing and graphic design. As the new social media specialist, I look forward to utilizing my graphic design skills and communication language skills to enhance the social media future of CPRS Van. "



Jessy Sidhu

Blog Writer

"Volunteering with CPRS Vancouver has emphasized the importance of creating a clear, ongoing plan for myself and helped me sharpen my professional development. I better understand the need to set goals, prioritize projects, and work collaboratively with a multitude of people. It has helped me branch out and get experience working as an industry professional."

2021 Annual General Meeting Minutes



CPRS Vancouver Minutes of the 2021 Annual General Meeting

Thursday, June 24, 2021

Webinar

Minutes: Hanne Lene Dalgleish

1. Call to order

The evening began with a land acknowledgement by Emily Marroquin, Director of Special Events, who asked members to share in the Zoom chat what land they are on.

Tanya Colledge called the Annual General Meeting to order at 6:03 pm. Colledge noted that Zoom polling would be used for voting.

2. Approval of June 2021 Annual General Meeting minutes

Colledge hoped that all had the opportunity to review the minutes from the 2020-2021 AGM minutes and financial statements. Call to approve last year's AGM minutes and financial statements. No additions or changes. Moved by Caeli Murray, seconded by Robin Cook Bondy.

3. Acknowledgements and Sponsor Recognition

Colledge acknowledged attending APR members Johanna Ward, Ange Frymire, Caeli Murray, Emma Shea, Robin Cook Bondy, Rashpal Rai, Bev Pausche, Clay Adams, Deneka Michaud, Sara Goldvine, Wayne Knorr.

Thanks given to keynote speaker Shelley McArthur Everett, Founder & President of SMC Communications; cocktail lessons from Justin Tisdall, co-founder of Vancouver's Juke Fried Chicken, Beetbox, and The Chickadee Room; and Ballistic Arts for their assistance with AGM digital marketing and creative.

4. Outgoing President's Report

Colledge reflected on her time with CPRS Vancouver board thus far and the unexpected challenges presented by the pandemic. Colledge acknowledged the incredible leadership of T. Jean over the past year.

Colledge noted that it's been a challenging year, and was proud of the CPRS team for adapting and keeping members connected. Accomplished many goals: launched the inaugural PRestige Awards, offered professional development events free for members, and collaborated with CPRS chapters across the country.

Colledge thanked sponsors Ballistic Arts for their digital marketing expertise. Thanked the CPRS Vancouver board for their dedication. Looking forward to Amanda Munro taking over the reins as President with Ally Skinner-Reynold as Vice-President.

5. National President's Update

Wayne Knorr gave greetings from CPRS National. Acknowledged Victor Vrsnik and Lisa Coven's efforts and local efforts of the chapters. For the 2020-2021 term, the National office had three priorities: 1. Financial stability: stabilize the budget, took advantage of the CEBA loan and ended 2019-2020 with a surplus. 2. Membership strategy: targeted four communities: students, emerging professionals, mid-career practitioners, and senior-level practitioners. Set a target to increase membership by 5% by the end of 2021. 3. Professional Development: kudos to chapters for pivoting – where local became Canada-wide. Due to the pandemic, National conference held online, as will the Whistler event and next National conference. Recognize Johanna Ward's hard work on the Whistler live event. June 2022 conference will (hopefully) be in-person in Manitoba. The 2023 conference will be May/June in Whistler.

Knorr highlighted the benefits of belonging to the National society: accreditation with the PRK exam, APR, and Fellows. Working on advocacy issues: unpaid student interns, ethics, EDI. Knorr recognized Rashpal Rai's efforts.

6. Treasurer's Report

Hosea Chung, Treasurer, presenting. The CPRS-Vancouver 2020-2021 fiscal year, runs from April 2020 to March 2021, saw the Board face an unexpected year navigating the pandemic, resulting in directional change and a lack of in-person events that had a decrease in both revenue and expenses compared to budget expectations – which were finalized prior to the start of the pandemic.

Overall, the Chapter saw a negative net income of \$8,226, finishing the year with total assets of \$32,462.

Revenue

Our total revenue for the year was \$23,407, a decrease of \$27,876 over the previous year and reached 37% of budget expectations.

Expenses

Expenses also decreased significantly as compared to the budget, with five portfolios contributing to the main expenses. Total expenses for the year were \$31,632, a decrease of \$54,369 from the previous year and 51% of budget expectations. For more detailed numbers, refer to the financial report.

Moving forward, our budget for the current fiscal year we're in has reflected more of what we saw during the pandemic, while incorporating potential in-person events near the end of the fiscal year, early 2022. Chung thanks all the board members for taking the time to submit reimbursement requests.

7. Board Portfolios Reports

Mentorship – Marsha D'Angelo: impressed by the enthusiasm and heart of people taking part; they were giving of their time, and she had stories from mentees about the wonderful help and guidance from mentors. D'Angelo called for interest: four meetings over six or seven months, very rewarding.

Students & Education Report – Alexandra Skinner Reynolds: added students to our Board: Quinn Frankel and Ruth Baldiconza. Recognized Lesley Chang's work in taking over membership presentations to PR students at SFU and Kwantlen programs. \$2,000 student scholarship awarded to Vernon Lee from Coldwater Communications.

Senior-Level Professional Development – Rashpal Rai: continuing efforts to increase Equity Diversity and Inclusion in alignment with National. The Board has struck an EDI sub-committee with plans for local programming starting in October.

PRestige Awards – Bev Pausche: recognized R. Rai and T. Colledge for their assistance Acknowledged Ballistic Arts for their work. Winners will be published on the blog.

Bronze – Fraser Health for Best Digital Communications Campaign (regrets: Jacqueline Blackwell, Director Communications)

Silver – BC Housings for Best Digital Communications Campaign (accepted by Deneka Michaud and Sarah Goldvine)

Gold – Provincial Health Services Authority for Best Employee Engagement or Internal Communications Campaign (accepted by Caeli Murray, APR)

T. Colledge makes a motion to accept the Report to Members including Financial Statements as presented. No changes or additions, other than to change the spelling: Caley Murphy to Caeli Murray. Move to accept by Caeli Murray, seconded by Carolyn Rohaly.

8. Election of 2020-2021 CPRS Vancouver Board of Directors

T. Colledge makes a motion to accept the newly nominated Board members with one vote. No clarifications or objections. Moved to accept by Deneka Michaud, seconded by Ange Frymire.

T. Colledge reads out nominations:

Nicole Stewart	<i>Treasurer</i>
Hanne Lene Dalgleish	<i>Director of Operations</i>
Caeli Murray, APR	<i>Co-Director of Accreditation</i>
Robin Cook Bondy, APR	<i>Co-Director of Accreditation</i>
Sarah Thomas	<i>Director of Communications</i>
Carolyn Rohaly	<i>Director, Professional Development</i>
Mike Leland	<i>Co-Director, Professional Development and Sponsorship</i>
Phoenix Lam	<i>Co-Director, Professional Development and Sponsorship</i>
Karen Tankard	<i>Director, Students and Education</i>

The following are nominated for re-election for a one-year term:

Amanda Munro	<i>President</i>
Alexandra Skinner Reynolds	<i>Vice President</i>
Tanya Colledge, APR	<i>Past President</i>

9. Incoming President's remarks

Amanda Munro thanked Colledge for her exceptional leadership this past year during the pandemic. An award will be presented later to Colledge, and one to Carolyn Rohaly for stepping into the role of three event directors. Munro commended all the members for pivoting their practices during these unprecedented times, for their resilience and flexibility to change by embracing the digital world. Munro notes that she is looking forward to working with the new Directors, and excited to see the positive directions CPRS is taking, particularly with EDI, students and the PRestige Awards, awareness and education, mentorship, and in-person events! Munro thanks everyone for their commitment to CPRS Vancouver.

10. Closing remarks and Adjournment

Marroquin thanked all those for attending our second virtual AGM. Thanked C. Rohaly who put a lot of effort in making this AGM unforgettable. \$50 door prize to Justin's restaurant Juke Chicken goes to: Nicole Stewart. Three other door prizes go to Marie Fe del Rosario (book Work Happy and a bottle of wine, donated by Phoenix Lam), Hosea Cheung (3-month free membership, donated by CPRS National), Sara Goldvine (free ticket to first in-person event, donated by CPRS Vancouver).

This was E. Marroquin's final event as Director of Special Events and being on the Board, and thanked the Directors and the members for an enjoyable experience.

Meeting adjourned by E. Marroquin at 6:58pm.

Financial Statement

Year End Financial Reports

As of March 31, 2022

CPRS Vancouver | Suite 206, 201 Bewicke Avenue | North Vancouver, BC V7M 3M7

T 604.984.6455 | admin@cprsvancouver.com | www.cprsvancouver.com

CPRS Vancouver

Balance Sheet
As of March 31, 2022

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
1050 BMO	33,475.43
1051 BMO High Interest Savings	0.00
1502 New GIC	16,131.20
12000 Undeposited Funds	0.00
Total Cash and Cash Equivalent	\$49,606.63
Accounts Receivable (A/R)	
1200 Accounts Receivable	4,668.22
Total Accounts Receivable (A/R)	\$4,668.22
1204 GST Receivable	0.00
1385 Prepaid Expenses & Deposits	0.00
Total Current Assets	\$54,274.85
Total Assets	\$54,274.85
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2200 Accounts Payable	4,198.73
Total Accounts Payable (A/P)	\$4,198.73
2030 GST/HST Payable	962.83
Total Current Liabilities	\$5,161.56
Total Liabilities	\$5,161.56
Equity	
30000 Opening Balance Equity	40,467.70
Retained Earnings	-9,738.13
Profit for the year	18,383.72
Total Equity	\$49,113.29
Total Liabilities and Equity	\$54,274.85

CPRS Vancouver

Profit and Loss
April 2021 - March 2022

	TOTAL
INCOME	
4400 Interest Income	131.20
4500 Job Registry	9,205.74
4525 Awards	1,951.92
4550 Membership	24,920.55
4604 PD-Jr/Mid/cPRsips/Speaker Series	515.00
4605 PD-Sr/Leaders Network	290.00
4675 Special Events	2,173.08
4755 Student Events	45.00
Total Income	\$39,232.49
GROSS PROFIT	\$39,232.49
EXPENSES	
5020 Board Expense	2,529.32
5021 Website Maintenance Expense	1,800.00
Total 5020 Board Expense	4,329.32
5030 Awards Expense	20.00
5250 Bank Charges & Fees	105.34
5449 Contract Services	
5450 Administration Services (Sea to Sky)	5,037.50
5460 Accounting & Bookkeeping Fees	4,762.42
5461 Constant Contact Subscription	328.38
5462 GoDaddy	191.76
Total 5449 Contract Services	10,320.06
5475 Membership Expense	2,148.91
5525 PD-Workshop-JrtoMid & cPRsips Expense	701.48
5625 Communications	2,400.00
5632 Special Events Expense	823.66
Total Expenses	\$20,848.77
PROFIT	\$18,383.72



Canadian Public
Relations Society

Vancouver Society



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Updated by **munro/thompson**