



Canadian Public  
Relations Society

Vancouver Society



# Canadian Public Relations Society Vancouver

Report to Members | 2019–2020

## 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, mentorship programs, networking events, speaker series, and professional development for all levels.
- Striving to advance professional stature of public relations in Canada through the cooperation with other regional Member Societies and with like-minded organizations in other countries.
- 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.

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## 2020: A year of change and growth

**Undoubtedly, 2020 has been a challenging year for CPRS Vancouver, its members, and the PR community.**

As an organization, we worked hard to provide the resources and training to help public relations practitioners navigate these challenging times. With the transition from in-person events to online learning, we've found new (digital) ways to build our community and support each other. And while video conferences and webinars will never be a replacement for face-to-face meetings and in-person networking, we're confident that the day will come when we can gather again for a cocktail hour, a professional development event, or an AGM.

The benefits of a strong, active, ethical professional association cannot be overstated, especially in times of crises. As we navigate these challenging times, we recognize our members who have played a leadership role in this pandemic, both publicly and within your own organizations. If this pandemic has taught us anything, it's that good communications is crucial to the health of businesses, economies, and the public.

We tip our hats to you—our members—who have been working tirelessly to keep people safe, healthy, and informed.

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## President's Report



**Theodora Jean, M.Comm**  
President

### Current Gig

Founder, Coldwater Communications

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

### Favourite CPRS Memory

Attending the CPRS National Conference in Edmonton in 2019. It was my first time attending our national conference and I connected with so many wonderful PR practitioners from across the country. I'm looking forward to making many more memories in Whistler in 2021!

### Why I love working in PR:

I love the variety of work, the creativity required, and the growth. I feel like it's a career of limitless potential!

## Despite the pandemic of 2020, CPRS Vancouver has had some great successes and has grown as an organization in a variety of ways.

Firstly, our local society has transitioned to a new association management company (Sea to Sky Association Management) and has launched a brand new website—largely thanks to the hard work and dedication of our Past President, Johanna Ward, who oversaw the transition and web migration. These changes required streamlining many of our processes, getting a solid understanding of our financials, and even archiving or disposing of documents and items that had been in storage for many years. The process was a painstaking one but it was so worth it, as CPRS Vancouver will reap the benefits of these transitions for many years to come.

Secondly, we added a Director of Research and Data to the board; a position that is currently filled by Cailey Asher, VP of Strategy and Partnerships at Rival Technologies and Senior VP of Strategy and Development at Angus Reid Global. Through the creation of this new role, and a partnership with Angus Reid, we will be able to start collecting industry information specific to the Greater Vancouver Area and to make the data available to our members in 2020, starting with a salary survey to be launched post-pandemic.

We also developed a partnership with the Vancouver Film School for the development and delivery of video production training for PR practitioners. The beginner seminar curriculum is currently being revised and will be re-launched in the Fall of 2020.

Lastly, we delivered numerous successful events in Vancouver and one in Squamish in January 2020. Once COVID-19 hit, we pivoted to provide online professional development specific to the pandemic and open to everyone at no cost. CPRS Vancouver remained committed to helping communicators navigate this challenging time, despite facing our own challenges.

One thing is certain—none of what we have accomplished would have been possible without the amazing board members and volunteers of CPRS Vancouver. I'm fortunate to be surrounded by many hard-working PR practitioners who continue to show immense amounts of leadership, initiative, and dedication to the profession.

Together, we will weather the storm of the pandemic and come out stronger—and more connected—than ever.



**Johanna Ward, MA, APR**  
Past President

### Current Gig

Communications Specialist, BC College of Nursing Professionals

[@johannaward](#) [/johannaward](#)

### Top PR Pro Tip

Be careful with your first drafts—make them as good as you can. They have a funny way of becoming final.

### Favourite CPRS memory

Going through the APR process this past year with my friends and board colleagues Tanya Colledge and Caeli Murray. The support, collaboration and study groups made a challenging process enjoyable, and I'm so proud of all three of us for earning our APRs!

### Current Gig

Communications Leader, Vancouver Coastal Health

[@tcolledge](#)

### Best Career Advice Ever Received

Don't assume that just because you communicated, that it was done successfully. Good communication requires feedback and analysis to ensure that your messages are being delivered to the right people, at the right time, in the right way.

### Most Proud Career Moment

As a healthcare communicator, supporting our operations team at Richmond Hospital during COVID-19 has been unlike anything I've ever done in my career. It's been more than challenging, but also extremely rewarding. To know that I've been able to use my skills and expertise as a communicator to advise on strategy, share important information to our staff, and putting out fires, has been very rewarding.

### Current Gig

Marketing Manager, Deloitte Canada

[@hannahbfoley84](#)

### Most Proud Career Moment

Before I moved to Canada, I lived in Dublin, Ireland. I worked for Electric Ireland, the largest utility in the country focusing on marketing communications for their home services products, and services. Already offering the Nest Learning Thermostat purchased by a select niche of clientele, we had to offer them something new within the Nest family. We knew this particular customer base were tech savvy and energy efficient and the introduction of the Nest Protect, a fire alarm and CO2 sensor controlled by your phone, seemed an obvious choice. After much back and forth with senior management buy in and working closely with our creative agency and business development manager, we turned out a unique direct mail campaign with the tagline: *why silence your alarm with your tea towel when you can use your phone?* The product and campaign were well received by our customer base and we exceeded our ROI targets. This campaign had never been done before and was costly, but I fought for it because I believed in the power of what this meant for our organization and loyal customer base. I am extremely proud of what we turned out!

### Favourite part about PR in Vancouver

This is my first exposure to the PR community in Vancouver. Having only moved to Canada two years ago and being part of the board for just over a year, I like how close the community is here in Vancouver. People are happy to connect and give their time freely as well as their expertise. As an outsider, it's pretty special to be welcomed into such an esteemed community and accepted straight off the bat.



**Tanya Colledge, APR**  
Vice President



**Hannah B. Foley**  
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 2016 Global Conference in Toronto, ON.

### I am #CPRSProud because...

We are a community of professionals who care about one another, our audiences and our chooses field!

The first half of the past year saw great APR accreditation results with all local candidates passing. Here shown in Fig. 1 is the last three years of local accreditation data:

Metrics	2018	2019	2020
# Local Candidates (deferred)	8 (2)	11 (2)	1
# Graduates	3	4	TBD
# Meetings/Year	10	8	2

Fig. 1 Accreditation Program Results

Big congratulations to the four graduates of the 2019 exams: Tanya Colledge, Robin Cook Bondy, Caeli Murray and Johanna Ward! We look forward to celebrating your accomplishments once physical distancing is lifted, and inviting you to be involved in study sessions for this year.

Constructive feedback encouraging growth is key to these sessions. We note that there's only one candidate this year, although we continue to field a significant number of enquiries about the program.

With COVID-19, and with only one candidate, sessions and consultations in 2020 have been one-on-one via phone and web conference. Sessions continue 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

We continue to support candidates written work samples, helping them use precise, concise writing and a strong focus on RACE (research, analysis, communications and evaluation). Study sessions strengthen awareness of the CPRS code of conduct promoting high ethical standards for decision-making in today's workplace.



# Membership Report



**John Kageorge APR**  
Director of Membership

## Current Gig

Consultant, Vital Communications

@JKageorge /john-kageorge-apr-96352011

## Why I love working in PR

We solve problems by doing bad math: 1+1=3.

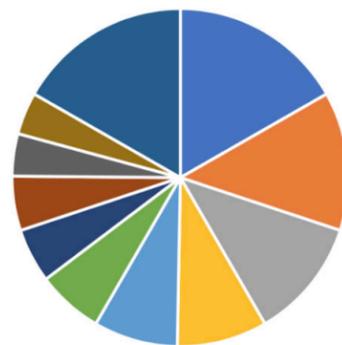
## Extraordinary career project

Because 2020 is the 75th Anniversary of the end of WWII, I can't help but remember my first PR job in Canada: Communicating for Canada's celebration for the 50th Anniversary. The event in Ottawa, complete with a royal visit, taught me a lot.

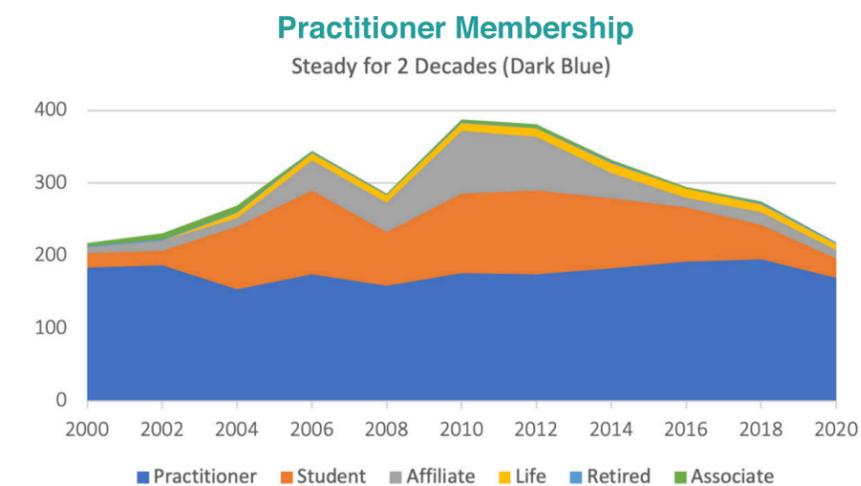
While communicators often work behind the scenes, our work has been in the spotlight during the global pandemic. From safety practices and closures to restructuring and re-openings, our publics suddenly have an insatiable appetite for us to connect with them and share.

It's no wonder that professionals are looking to CPRS for support in record numbers.

## Top Sectors Employing CPRS Vancouver Members



- Education
- Agencies
- Consultancies
- Insurance
- Tourism
- Non-Profit
- Health
- Government
- Associations
- Technology
- 9 Others



CPRS Vancouver is the largest chapter in Canada. However, our membership has experienced some slippage over the past decade. It's possible that we will have a positive bounce after the pandemic similar to what occurred after the 2008 economic collapse. In the short term, our membership revenue will decline. CPRS will need to develop other revenue sources, reduce our already limited expenses, or dip into our reserve funds.

Membership Month was upstaged by the pandemic. We changed our focus from recruitment to support. While we didn't get many new members, we certainly have seen more passion and appreciation from our already very engaged membership. It was clearly the right choice.

So, who are our members and what do they do?

One out of every four members (25%) advises the others; that's right, they work for agencies or their own consultancies.

About 24 percent are divided among the following five categories: associations, tourism, insurance, technology/biotech, and nonprofits. One out of every seven members (17%) provide communications for education: universities, colleges, school districts and private academies. About the same amount of members provide health care communications (9%) or work for government bodies, including municipalities (8%).

Each of the following sectors employs 2% of our members: utilities, housing, retailers, developers, First Nations, and financial institutions. The remaining 5% work for unions, securities, ports, and law enforcement agencies.

Actually, these numbers don't include our youngest and most senior members. When you look at our membership in its entirety, you'll be impressed to find that 3% do whatever they want; they're retired members! Our membership also includes future practitioners: 12% are PR and communications students.

## Here are some other interesting membership tidbits:

- 40% work in their organizations' top communications positions<sup>1</sup>
- 27% have earned CPRS credentials: APR, FCPRS, or LM<sup>1</sup>
- 58% have been part of the society for three years or more<sup>2</sup>
- 31% have been part of the society for 10-55 years<sup>2</sup>
- 54% are based in Vancouver<sup>3</sup>
- 25% are based south of the Fraser River<sup>3</sup>

1. 2019 Report to Members  
2. 2018 Report to Members  
3. 2017 Report to Members



## Thank you and Farewell

What a treat ... I have so many people to thank. May I mention two?

"Don't worry. What you don't know, you'll learn," I remember Marisa Nichini telling me. "We all have something to give." That's how she invited me to join the society's very active education committee under her leadership 20 years ago. Thank you, Marisa; It has led to many opportunities for me. My most recent CPRS role has been similar to a Walmart greeter, as I've had the pleasure to welcome each new member.

She's right; we owe it to ourselves to support our relatively new profession. And we do. We forward blogs, sign-up for webinars, and encourage others to

join. We fund the creation of standards, celebrate best practices, and develop educational 'pathways' through our annual dues. And so much more.

Vancouver's best connected communicator, Lesley Chang, clearly has a passion for PR. She's eager to support our membership recruitment and retention. I admire and appreciate her for this, as she has offered to lead the society's membership activities.

What now for me? Although I'll no longer be on the board after a nearly 20 year tenure, I've got an important job to do. Like the rest of us, I'll continue supporting our local and national efforts to strengthen Public Relations professionals and the profession as a member.

Thank you for spectacular opportunities.

# Communications Report



**Alyssa Leung**  
Director of Communications

### Current Gig

Communications Advisor - Immigration, Refugees and Citizenship Canada

[in /alyssamleung](#)

### I am #CPRSProud because...

I'm part of such a great network of talented minds and individuals in PR/comms here in Vancouver. I've learned so much from the other board members and I love getting to know them over meetings and events!

### Top PR pro tip

Hone your skills and keep learning new ones by taking courses and attending professional development events. Not only will it help you stay on top of industry trends and shifts, but also broaden your network.

**What a rollercoaster this year has been! From capping off last year's 60th anniversary celebration on the same night as the Toronto Raptors winning their first NBA championship game, the CPRS Vancouver communications team continues to create engaging content for its growing community and reach new heights. This year, we launched our sleek new website in partnership with CPRS National, supported special events on topical and local issues for Vancouver's PR community, and took CPRS Vancouver's social media to Squamish for its first event!**

In addition to supporting Membership Month, Speaker Series and social functions, the CPRS communications team has efficiently mobilized its communications channels for putting the health and safety of our members first, from the snowstorm in January that led to a citywide shutdown to the current COVID-19 pandemic. The communications team has stayed on top of the changing situations and informed members as soon as possible. During this challenging time where we are navigating the pandemic in our work and personal lifestyles, the team is constantly brainstorming for ways to support our members by sharing resources and tips on our social media platforms as well as launching the exclusive COVID-19 Response Tracking Study on our site for members.

Special thanks to my content manager, web manager, social media managers, newsletter support and team of blog writers who have dedicated their time and talents to elevating CPRS Vancouver this year!

We're always looking for new perspectives on the CPRS blog. If you're interested in writing for us, or have requests for topics, connect with us! We are doing this for the benefit of our members and the local Vancouver PR community.

### TWITTER

192.5K Total impressions  
4,080+ followers

### FACEBOOK

17% increase in followers  
770+ followers

### INSTAGRAM

535 followers

### LINKEDIN

300+ followers  
24K impressions

### NEWSLETTER

Produced over 20 issues of Essentials

### BLOG POSTS

20 Blog posts

# Mentorship Report



**Marsha D'Angelo**  
Director of Mentorship

### Current Gig

Principal, Apostrophe PR

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

### Best career advice ever received:

It's not a competition – you'll always succeed when you use your skills and experiences to lift others up.

### Why I love working in PR

I've worked in many places in the world but what I love about Vancouver is that we're always striving for balance – balance between doing high-level PR work and devoting quality time to our personal interests, friends, and families.

In September 2020, I took over the mentorship portfolio at CPRS. With a background in consulting and post-secondary education, I believe strongly in the power of mentorship to lift up young practitioners and keep seasoned professionals invested in changing industry standards and practices.

When I started reviewing the applications for this year, I was so impressed with the applicants' skill sets and experiences. As I dug deeper, I noticed strong synergies among the applicants' needs and expertise allowing for some easy and obvious pairings. From January to May, 12 mentors and 12 mentees met at least three times. The options for meetings, in this program, are flexible allowing participants to meet online or via phone.

In February 2020 (after postponing our initial event due to a rare snowstorm), mentors and mentees gathered for a kick-off networking event at the top of Vancouver's Blue Horizon Hotel. With stunning views of the city serving as our backdrop, we got to know one another by participating in an icebreaker activity and various group conversations.

In these unprecedented times, the CPRS Vancouver Mentorship class of 2020 has been able to stay connected and support each other remotely, sharing wisdom and advice as many navigate new career challenges and initiatives. As I look to 2021, I hope to take what I've learned to update program key messaging and website copy, and facilitate an easier application process. I will also share, more widely, some of the 2020 participants' program experiences in the hopes of helping to attract even more PR pros to the CPRS Vancouver Mentorship Program next year.



# Professional Development Report



**Caeli Murray, MA, APR**  
Director, Professional Development

**Current Gig**  
Director of Communications & Stakeholder Relations, Provincial Health Services Authority  
[@CaeliMurray](#) [/caeli-murray-ma-apr-54228412](#)

**Most proud career moment**  
How about a collection of moments? I'm part of an incredible team working to support public and health care worker communications in B.C. Over the past four months, the sense of purpose and pride I've felt in my work due to the evolving and unprecedented circumstances of COVID-19 has regularly brought me to (happy) tears and has been unlike anything I've experienced in my career.

**Favourite CPRS memory**  
Attaining my APR designation, alongside my board colleagues and study buddies (turned friends!) Tanya Colledge and Johanna Ward.

**This was a year none of us will forget, filled to the brim with learnings, lessons, and unprecedented experiences.**

We kicked off the professional development cycle in the fall of 2019 by carrying forward the cPRsips event concept that special events co-director Amanda Munro and I piloted last year and invited communications gurus Larina Lopez and Shellee Ritzman to give us a behind-the-scenes look at Metro Vancouver's viral *Unflushables* campaign.

On the heels of that event and the Canadian election in October, we held a panel event—*The Good, the Bad and the Ugly of #elxn43*—with a stellar line-up, including Charmaine de Silva (News Director, News 1130), Mario Canseco (President, Research Co.) and Stephen Smart (General Manager, Western Canada, Hill+Knowlton Strategies), moderated by Peg Fong (Langara journalism instructor and Vancouver correspondent for The Economist). Our lively discussion covered crisis management and the power of an apology, breaking through the noise on digital/social channels and the foundations of persuasive and powerful messaging.

Winter of 2020 came with a roar, with a snowstorm necessitating a last-minute rescheduling of our panel event on mental health, *Maintaining Balance: Mental Health & Resiliency in the PR Sector*. Credited as being a unique and much-needed professional development offering for the PR community, the event was well-received by our members and guests. We heard from Kurt Heinrich (Senior Media Relations Director, UBC), Lindsay Nahmiache (CEO and co-founder of Jive PR + Digital), Jen Murtagh (Executive Consultant) and Dr. Maryam Zeineddin (Founder of Zili C.A.R.E. and preventative health and lifestyle-focused physician/instructor). A common theme among all panelists: to maintain balance, get to know yourself and learn your limits.

The nature of my job in healthcare meant that I wasn't readily available to host many events in 2020, but my fellow board members stepped in and strengthened our professional development options — including crisis communications workshops in February (hosted in Squamish by President Theodora Jean) and in April (our first Zoom event, held by co-directors Amanda Munro and Emily Marroquin).

For each of these events, I'd like to extend my gratitude to our volunteers - we couldn't do what we do without you!

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.

# Senior Professional Development Report



**Rashpal Rai, APR**  
Director, Sr. Professional Development

**Current Gig**  
Manager, Communications Planning, ICBC  
[/rashpalraiapr](#) [@rashrai](#)

**Most Proud Career Moment**  
Achieving my APR designation, after going through a painstaking, yet rewarding application and examination process. The icing on the cake was receiving my APR pin at the national conference in front of my APR colleagues and other CPRS members whom I've admired, respected and learned from in my early years at CPRS.

**Top PR Pro Tip**  
To gain the respect of your business colleagues, you need to understand their business area or perspective, what makes them tick and understand their language before they will begin to see the value you bring to the table and your expertise as a senior communications and business professional.

**I want to first thank my predecessor, Clay Adams, for his leadership in rebranding the Senior-Level PD portfolio and launching the Leaders Network. It's a great way for the chapter to reconnect and re-engage with our seasoned practitioners and long-time CPRS members.**

I'm honoured to be returning to the CPRS Vancouver Board of Directors. As a member of CPRS Vancouver for the past 20 years (an active volunteer for much of that time), I have valued the opportunity to give back to this society and to its members.

The Leaders Network brings together members who are considered to be at an advanced stage of their career – communicators with at least 15 years in the industry, accreditation (APR) or Fellow (FCPRS) status, or have been a CPRS member for at least 10 years through networking and professional development opportunities geared to them.

Due to the change in leadership, we had one networking event this program year (in February) with 17 CPRS members attending. Leaders Network members continue to engage with one another and have taken opportunities to give back to the chapter through sharing their experiences and stories as part of our 60th anniversary celebrations and other engagements.

Like many of us, our senior communicators have been very busy providing strategic communications leadership and counsel to their organizations and clients as we respond to the COVID-19 pandemic. Several members are sharing their insights, experiences and words of wisdom with members through a blog series to help provide support and provide guidance.



# Speaker Series Report



**Kristine Sostar McLellan**  
Director, Speaker Series

### Current Gig

Corporate Communications Manager, Concert Properties

@KristineSostar

### Best career advice

Trust your gut.

### Proudest career moment

My proudest moment is ongoing right now, navigating COVID-19 from an internal communications perspective. My company was proactive in a situation that was unprecedented and really got to prove the value of our department. It's been emotionally draining, but has been valuable to the people in our organization.

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

On Thursday, October 17, 2019, one year after Canada made history and became the largest federal jurisdiction in the world to legalize cannabis consumption, CPRS held the Speaker's Series event *Breaking Bud - Marketing, branding and expanding in BC's cannabis industry*. Featuring speakers Barinder Rasode and Alex Troll, CEO and Chief Marketing Officer of Grow Tech Labs, we explored the way this massive shift in policy not only legitimized a Canadian industry estimated to be worth \$5 billion by 2021, but simultaneously launched strict promotional and packaging regulations that ban associating cannabis with "glamour, excitement, risk" or any marketing that could appeal to young people — making a marketers need to get creative paramount.

Shortly after this event, and after a successful two-year term as Speakers Series Director, Perry Boldt stepped down from this position and Kristine Sostar McLellan stepped in.



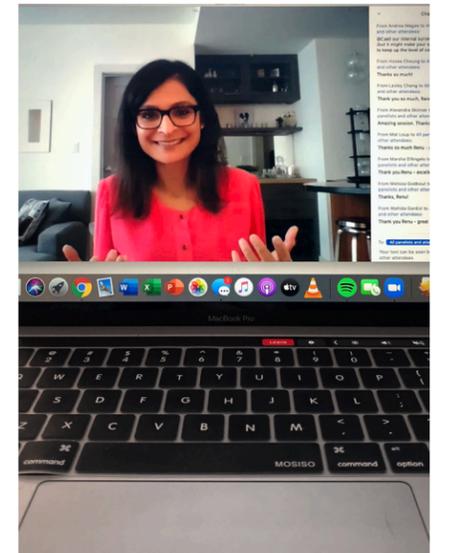
# 2019-2020 Highlights



Guest speakers from Metro Vancouver  
**Larina Lopez**  
 Division Manager, Corporate Communications  
**Shellee Ritzman**  
 Policy Coordinator, Corporate Communications

**HOT TOPIC** **Pee & Poo: Metro Vancouver's unflushables PR campaign**

Wednesday, October 2, 2019 5:30-7:30pm  
 Joey Bentall - Private Mezzanine (507 Burrard St., Vancouver)



## Special Events Report



**Amanda Munro**  
Co-Director of Special Events

### Current Gig

Partner, Munro/Thompson

[@theprlife](#)

[/amandamunro](#)

### Why I love working in PR

I love working in Public Relations because I am able to use my professional skills to affect real change that impacts communities and shapes our future. The work we do provides clarity, and with that, the ability to improve the lives of individuals.



**Emily Marroquin**  
Co-Director of Special Events

### Current Gig

Senior Account Manager, Munro/Thompson (Maternity Leave)

[@EmilyMarroquin](#)

### Favourite part about PR in Vancouver

It's a smaller market and you can get to know others in the field. Through CPRS Vancouver events and networking, I've met so many incredible communicators working around Metro Vancouver and they are involved in so many different sectors and facets of our profession. Hearing about each other's wins and challenges is both exciting and challenging. I've been so pleased to find that most PR professionals in this city are willing to share their experiences and advice.

The Special Events portfolio traditionally encompasses the Annual General Meeting (AGM) and Summer Social, and the end of Year/Holiday Party. This year, Special Events has also partnered with other board members to produce smaller, more frequent events with cPRsips series and online webinars.

The year began with the execution of the AGM and 60th Anniversary Celebration at the beautiful Bill Reid Gallery. The event brought together current and former members as well as previous board members from across the years. Amanda and Emily worked with past president Emma Shea to execute the 60th anniversary celebration, developing a 60th anniversary video with Munro/Thompson, a photo slideshow and speeches to highlight the chapter's history and long-standing members. Munro/Thompson also produced six video shorts to



A cPRsips event with Metro Vancouver was held in the fall of 2019. These events are geared toward all professional levels and generate enough revenue to cover their costs. We have received positive feedback on the format with our membership. Events in early 2020 were delayed due to the COVID-19 crisis, but this event series will pick up again in the 2020/2021 season.

Speaking of the COVID-19 crisis, in order to adapt our event offerings, we took events digitally in the Spring of 2020 and executed CPRS Vancouver's first webinar session: Crisis Communications in a Global Pandemic with Crisis Communications Expert Renu Bakshi as the presenter. The webinar was made free for both members and non-members and reached capacity in just 72 hours. The event was a success and many attendees commented that they found the information actionable and timely. We have plans to offer more webinar programming through the summer.

In addition to hosting special events, Amanda established a monthly events sub-committee call with all board members involved in events to coordinate and support one another's needs and efforts. These regular calls allow board directors to cross-promote events through e-blasts, coordinate communications efforts and brainstorm ideas. Amanda also supported Johanna Ward with the CPRS Vancouver website redevelopment and transition from to our new association management company, Sea to Sky.

Lastly, with the physical distancing regulations in place as a result of COVID-19, the AGM and Summer Social will not take place as normal this year. We will be proceeding with a virtual AGM via the platform Zoom.



be used and shared by the CPRS Vancouver comms team throughout the celebration months.

This year's Holiday Social, Taps and Tinsel, was held at the Red Racer Taphouse in Yaletown and was attended by over 50 communications professionals. With sponsorship we were able to stay within budget, and the evening was a smashing success and even had a short visit from the Man in the Red Suit himself (Santa). We are grateful to all of our sponsors who helped make the event possible as well as the organizations who donated door prizes.

# Sponsorship Report



**Kaylyn Storey**  
Director, Sponsorship + Partnership

### Current Gig

Director of Public Relations & Communications, Fairmont Pacific Rim

@kaylynstorey /kaylyn-storey-27583213

### Best career advice ever received

Don't ever stop learning and making new connections. The PR industry is constantly changing and evolving, and you'll be left behind if you don't keep up. Look outside your traditional media beats covering your industry to discover the next unwritten story.

### Top PR pro tip

Your little black book of contacts is your biggest asset. Always seek out new connections and build new and upon existing relationships (be the first person the media will think of). It's always important to build great relationships within your organization, partners and industry peers.

I joined the CPRS Board in September 2019 in the role of co-director Partnerships & Sponsorships, eager to bring my background in tourism, hospitality and F&B PR to the benefit of CPRS Vancouver. I re-developed the overall sponsorship and partnership package that could be tailored to various events and sponsorship opportunities.

Along with Theo, we had great discussions with the Vancouver Film School to highlight their various event venues as potential future host venues and programs for our series of events and professional development.

Supporting the special events team in seeking sponsorship and partnership, and event venues, along with in-kind donations and prizing for the member events.

# Student & Education Report



**Alexandra Skinner**  
Director, Students & Education

### Current Gig

Director of Communications, BC Chamber of Commerce

/alexandraskinneryvr

### Why I love working in PR

Don't be afraid to make lateral moves. Explore sectors you don't know much about, and work for large and small companies, and with people with different skill sets. Connect with your research department, business analysts, and HR. The more you know about all areas of your business, the more effective a practitioner you'll become.

### Top PR pro tip

Learn to manage up. You may know best (or think you do!) but a huge part of your job is providing rationale for your recommendations. If you don't have final decision-making authority, make sure you articulate the risks and benefits of various approaches—that way, no matter what direction senior management chooses, you're covered.

I wanted to extend my gratitude to Theodora and the entire CPRS Vancouver board for welcoming me as a Director in the Fall of 2019. I took over the Student portfolio late in the year, and spent the first several months becoming familiar with board processes and the deliverables related to this portfolio.

My focus for the last several months has been on connecting with the Vancouver-based PR programs at Kwantlen Polytechnic University (KPU) and SFU. The COVID-19 pandemic meant that I've been forced to pivot the annual student event "A Day in PR," and I am currently looking at creating an online alternative for the Spring cohort at SFU and the Fall cohort for KPU.

The student scholarship launched in April, and I have actively been promoting this with the educational institutions mentioned above, and with the assistance of other board directors. A scholarship winner will be announced in June if a suitable applicant is found.

My focus for the remainder of the year will be to ensure students receive value for their CPRS Vancouver memberships by adjusting our offerings to an online environment, connecting them with the mentorship program, and finding ways for them to access our network of professionals.



## Treasury Report



**Hosea Cheung**  
Treasurer

### Current Gig

Principal, Spotlight West Communications

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

### Why I love working in PR

Storytelling — granted, there are other ways to tell stories, but in communications, I enjoy the emphasis on developing longer strategies and campaigns rather than one-off projects. The planning and execution of these storytelling opportunities and being able to generate diverse ideas remain at the core of my passion for communications.

### I am #CPRSProud because

There is always something special about being in a community with a desire to grow and a willingness to support each other in their professional journeys.

## 2020 Year-End Treasurer's Report to Members

The CPRS-Vancouver 2019-2020 fiscal year saw the board move forward with a couple key initiatives which resulted in additional costs, exceeding budget expectations. Overall, the Chapter saw a negative net income of \$34,719, finishing the year with total assets of \$40,468.

### Revenue

Our total revenues for the year was \$51,283, a decrease of \$817 over the previous year and reached 80% of budget expectations.

Increases were recorded in six portfolios relative to last year:

- Workshops (Junior to Mid) increased by \$1,673 or 31%
- Workshops (Senior) increased by \$485 or 60%
- Special Membership Events increased by \$1,047 or 37%
- Sponsorships increased by \$2,630 or 526%
- Student Events increased by \$80
- Workshops (cPRsips), which was not recorded last year, increased by \$454

Five areas underperformed relative to last year:

- Interest income with a decrease of \$66 or 21%
- Job Registry with a decrease of \$2,102 or 9%
- Memberships with a decrease of \$3,349 or 23%
- Speaker Series with a decrease of \$1,058 or 41%
- Student Memberships with a decrease of \$613 or 73%

### Expenses

Although expenses increased, many portfolios remained close to or below budget, with two key portfolios attributing to the majority of the total expenses increase. Total expenses for the year were \$86,00, an increase of 76% from the previous year and 133% 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:

- Insurance with an increase of \$974
- Management Services — which included website migration and redesign, as well as switching over to a new provider — with an increase of \$27,080 or 127%
- Accounting and Bookkeeping with an increase of \$1,422 or 52%
- Workshops (Junior to Mid) with an increase of \$2,030 or 41%
- Speaker Series with a decrease of \$2,699 or 71%
- Communications with an increase of \$757 or 23%
- Special Membership Events with an increase of \$4,323 or 67%

## 2020 Accredited Members, Fellows & Life Members

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

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

**Diana Barkley**, APR, FCPRS  
President,  
The Barkley Group

**Kim Blanchette**, APR, FCPRS  
Senior VP & General Manager  
(Western Canada), Argyle PR

**Clifford L. Bowman**, APR  
Principal, Bowman International  
Real Estate Marketing Inc.

**Christine Brooks**, APR  
Managing Partner,  
Communication and Change  
Management, DCI Strategic

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

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

**Maureen Cameron**, APR  
Marketing PR Consultant

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

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

**Larry Cardy**, LM  
Consultant

**Michelle Clausius**, APR  
Associate Director, Development &  
Communications, Covenant House  
Vancouver

**Robin Cook Bondy**, APR  
Instructor, Public Relations &  
Applied Communications, Kwantlen  
Polytechnic University

**Tanya Colledge Head**, APR  
Communications Leader,  
Vancouver Coastal Health

**Michelle Comeau**, APR  
Communications Manager,  
BC Wheelchair Basketball

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

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

**Francine Gaudet**, APR, FCPRS, LM  
Communications Consultant

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

**Gwen Hardy**, APR  
Managing Partner,  
Elettra Communications

**Douglas Heal**, LM  
Retired

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

**Hal Holden**, APR, LM  
Retired

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

### 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.

**Susan Jamieson-McLarnon**, APR, LM  
Retired

**Peggy John**, APR, LM  
Associate Director, Operation & Integration, *Canadian Blood Services*

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

**John Kageorge**, APR  
Principal, *Vital Communications*

**Susan Kirk**, APR  
Administration & Communication, *White Rock-South Surrey Division of Family Practice*

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

**Cheryl Landrigan**, APR  
Director, Communications & Member Education, *BC Dental Association*

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

**Liz Mallender**, APR  
Public Relations Consultant, *Oceaner Recreation Ltd*

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

**Karen McCluskey**, APR  
Principal, *KM Strategic Communications Consulting*

**Amanda McCuaig**, APR  
Manager of Project Communications, *Vancouver Fraser Port Authority*

**Nancy McHarg**, APR  
Principal, *Nancy McHarg Communications Ltd*

**Jeff Meerman**, APR  
Principal, *Jeff Meerman Communications*

**Deneka Michaud**, APR  
Director, External Communications and Brand Management, *BC Housing*

**Caeli Murray**, APR  
Director, Communications, Media Relations & Content Services, *Provincial Health Services Authority*



**Philip Omulo** – in Memoriam

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

**Beverly Pausche**, APR  
Manager, Communications and Community Engagement, *West Vancouver Schools*

**Verne Prior**, LM

**Rashpal Rai**, APR  
Manager, Communications Planning, *ICBC*

**Catherine Robertson**, APR  
Principal, *Eaglecom Marketing Inc.*

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

**Emma Shea**, APR  
President, *EJS Public Relations Inc.*

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

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

**Kathie R. Taylor**, APR  
Principal, *Taylor Communications*

**Sydney Tomchenko**, APR  
Retired

**Allard W. van Veen**, APR, FCPRS, LM  
Founding Partner, Chairman & Director, *PROI Worldwide*

**Geraldine Vance**, APR, FCPRS  
Chief Executive Officer, *BC Pharmacy Association*

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

**Frank Walden**, LM

**Johanna Ward**, APR  
Communications Specialist, *BC College of Nursing Professionals*

## Membership Milestones

Congratulations and thank you to these PR pros who are celebrating membership anniversaries this year.

**55 Years**  
Jean Cormier, APR, LM

**45 Years**  
Bruce P L Rozenhart, APR

**35 Years**  
Peggy John, APR, LM

**25 Years**  
Clive Camm, APR

**20 Years**  
Scott Jackson, APR

**15 Years**  
Victor Vrsnik, MCM, APR, FCPRS  
Christina Moore  
Andrew Poon, BSc, MBA, MA

**10 Years**  
Judy Kirk  
Sean Beardow

**5 Years**  
Sarah Thomas  
Mark Dawson  
Kerri Wilcox  
Angie Gaddy

## New Members 2019-2020

### Welcome New Members!

The following practitioners have joined in the 12 months.

Corey Allen  
Vicki Brydon  
Chris Chok  
Sharon Costello  
Dave Cunningham  
Susan Danard  
Ann Danilevich  
Jessica Dolan  
Christina Dumont  
Andrew Frank  
Ian Galbraith  
Angie Halas  
Jen Hill  
Susan Jung  
Rena Kendall-Craden

Adam Knight  
Deana Lancaster  
Murray Langdon  
Brenna Latimer  
Lauren Lea  
Alyssa Leung  
Mat Loup  
Jessica Lowrie  
Kate Macdonell  
Megan MacMillan  
Lisa-Marie Martin  
Ritinder Matthew  
Karen McCluskey, APR  
Sarah Morris  
Linda Munro  
Lindsay Nahmiache  
Gent Ng  
Terence O'Shea

Dhaneva Panday  
John Parker-Jervis  
Sarah Payne  
Naomi Perks  
Claire Piech  
Katie Prudencio  
Carolyn Rohaly  
Karen Schroder  
Alvin Singh  
Alexandra Skinner  
Carrie Stefanson  
Kaylyn Storey  
Andrew Sutherland  
Sabrina Tey  
Denyse Waissbluth  
Kristin Warkentin  
Christina Wong  
Sandra Young

## CPRS Vancouver Volunteers



**Lorna Allen**  
Newsletter Editor

"I really enjoy having the opportunity to keep abreast of what's happening in the communications field both locally and nationally and I feel a sense of community working with other driven and like-minded individuals."



**Amy Johnston**  
Web Content Manager

"I've been volunteering with CPRS for over five years now! I can't believe how fast the time has gone. I've loved every minute of it. The people are fantastic and I always feel fully supported in my role and appreciated. Seeing how the website has evolved since when I first started has been really neat. Here's to five more years!"



**Andrea Magee**  
Content Manager

"Volunteering for CPRS is great because it allows me to use my creativity and connect with so many fun, impressive people. I keep volunteering because of the new friends and interesting people I get to meet. Also I love reading and recommending books, so this is the perfect group for that!"



**Tatiane Procopio**  
Social Media Specialist

"Volunteering with CPRS is a great way to learn from the experts and also share my skills. I'm thankful for the opportunity to connect with great comms and PR professionals and keep learning from their experiences."



**Paula Schütt**  
Writer and Events Volunteer

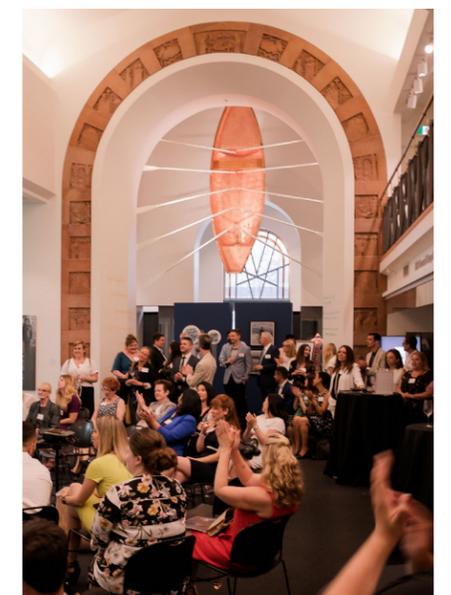
"I love volunteering with CPRS because it's my opportunity to contribute to the public relations field, which I love, as well as meet and learn from outstanding PR professionals. I also love CPRS Vancouver because it welcomed me with arms wide open and, since then, has been giving great support for my career. #CPRSProud"



**Yang Zhang**  
Social Media Specialist

"I really enjoy working with CPRS—the whole community has created a perfect environment that drives growth. It helps me develop and refine new skills and gain much more valuable practical experience. I was also able to network and interact with a large number of industry experts and learn from their expertise. More importantly, I've gained a higher sense of appreciation in the critical role of PR/comms in every organization, especially in today's media-savvy environment."

## 60th Anniversary Party / 2019 AGM



# 2019 Annual General Meeting Minutes



**CPRS Vancouver**  
**Minutes of the 2019 Annual General Meeting**  
 Thursday, June 13, 2019

Bill Reid Gallery of Northwest Coast Art  
 639 Hornby St, Vancouver, BC V6C 2G3

**Minutes:** Justine Poirier

**1. Call to order**

Amanda Munro, Director of Special Events and meeting co-chair, joined by Johanna Ward, President and meeting co-chair, called the Annual General Meeting to order at 6:30pm.

The evening began with a traditional First Nations welcome hosted by Dennis Thomas of the Tsleil-Waututh Nation.

**2. Acknowledgements and Sponsor Recognition**

Ward welcomed CPRS Vancouver members to CPRS Vancouver 60th anniversary event and AGM. Ward welcomed special guests Executive Director of CPRS National, Tyler Callaghan; incoming president of CPRS National board, Victor Vrsnick; and Cliff Proudfoot, a managing partner at Lawson Lundell, one of the evening's lead sponsors.

Ward thanked event sponsors Communica, Leger, Munro/Thompson and Strategy Corp, as well as all those who donated door prizes.

**3. Approval of June 2018 Annual General Meeting minutes**

Ward motioned to approve the meeting minutes from the 2018 AGM. Seconded by Emma Shea, Past President. Passed unanimously.

**4. Outgoing President's Report**

Ward noted accomplishments of 2018-2019 year including launch of Leaders Network, cPRsips events, as well how the chapter has grown in membership, hosted a series of other great events, and stayed on track and on budget.

Ward thanks Shea for six years of service to the CPRS Vancouver board and thanked Theodora Jean, Incoming President, for all her work thus far.

**5. Treasurer's Report**

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.

- 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%

**6. Incoming President's remarks**

Jean reflected on her time with CPRS Vancouver board thus far. Her goals for the future are to refine CPRS Vancouver's value proposition, to show how CPRS Vancouver's members are the best communicators in Vancouver and in Canada, gain and retain membership, increase profile and be seen as thought leaders, increase the profile of members and student members, and to foster authentic dialogue.

**7. Recognition and thanks**

Patricia MacNeil, APR, Co-director of Accreditation, and Scott Jackson, APR, Co-director of Accreditation congratulated the chapter's three new APRs: Sarah Goldvine, APR, Deneka Michaud, APR, and Bev Pausche, APR.

MacNeil shared that Vancouver chapter has 42 out of the 450 APRs nationally and recognized fellow APRs and Fellows at the event.

Cydoney Curran, Director of Students and Education, awarded the annual CPRS Vancouver Student Scholarship to Bernice Puzon.

Puzon offered her comments on winning the scholarship.

**8. Volunteer recognition**

Justin Wong, Volunteer Coordinator, acknowledged CPRS Vancouver's volunteers in the 2018-2019 year. Volunteers present were asked to stand to be recognized.

Ward also recognized and thanked the 2018-2019 Board of Directors for their hard work and dedication: Clay Adams, Emily Marroquin, Deneka Michaud, APR, Amanda Munro, Justine Poirier, Caeli Turner, Theodora Jean, Johanna Ward, Emma Shea, APR, Perry Boldt, Tanya Colledge, Hosea Cheung, Cydoney Curran, Scott Jackson, APR, John Kageorge, APR, Darian Kovacs, Wan Yee Lok, Patricia MacNeil, APR.

Ward thanked outgoing board members including Deneka Michaud, Darian Kovacs, Justine Poirier, and Emma Shea.

**9. Election of 2019-2020 CPRS Vancouver Board of Directors**

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

- Alyssa Leung
- Marsh D'Angelo

Re-election:

- Theodora Jean (President)
- Tanya Colledge (Vice President)
- Perry Boldt
- Emily Marroquin
- Amanda Munro
- Patricia MacNeil, APR
- Scott Jackson, APR
- Wan Yee Lok
- Caeli Turner
- Hosea Cheung (Treasurer)
- Re-Election: John Kageorge, APR

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

2019-2020 CPRS Vancouver Board of Directors is as follows:

President	Theodora Jean	Mentorship	John Kageorge, APR
Vice President	Tanya Colledge	Professional Development	Caeli Turner
Treasurer	Hosea Cheung	Leaders Network	Clay Adams, APR, ABC
Past President	Johanna Ward	Speaker Series	Perry Boldt & Wan Yee Lok
Operations	<i>Vacant</i>	Special Events	Emily Marroquin & Amanda Munro
Accreditation	Scott Jackson, APR & Patricia McNeil, APR	Sponsorships/Partnerships	<i>Vacant</i>
Membership	Alyssa Leung	Students	Cydoney Curran

**10. Incoming President's remarks**

Marroquin gave out the door prizes. Jean and Ward moved to adjourn the meeting at 7:30 pm. Seconded by Shea. Passed unanimously.

# Financial Statement

**Canadian Public Relations Society – Vancouver**  
**Financial Statements**  
**For the Year Ended March 31, 2020**  
*(Unaudited – See Notice to Reader)*

**Notice to Reader**

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On the basis of information provided by management, I have compiled the balance sheet of Canadian Public Relations Society - Vancouver as at March 31, 2020 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. Simion, Bookkeeper**  
**CPRS Vancouver**

April 28, 2020

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## Canadian Public Relations Society - Vancouver

### Balance Sheet

As at March 31, 2020

(Unaudited - see Notice to Reader)

<b>Assets</b>	
<b>Current Assets</b>	
Cash	\$ 20,322
Short Term Investments	15,000
Accounts Receivable	2,000
<b>Total Current Assets</b>	<b>\$ 37,322</b>
<b>Liabilities and Net Assets</b>	
<b>Current Liabilities</b>	
Accounts Payable	\$ 0
GST/HST Payable	(3,145)
<b>Total Current Liabilities</b>	<b>\$ (3,145)</b>
<b>Net Assets</b>	
Professional Development Funding	40,468
<b>Total Liabilities and Equity</b>	<b>\$ 37,322</b>

Approved on Behalf of the Board:

\_\_\_\_\_ and \_\_\_\_\_  
Signatures

\_\_\_\_\_ and \_\_\_\_\_  
Printed

## Canadian Public Relations Society - Vancouver

### Statement of Income and Retained Earnings

For the Year Ended March 31, 2020

(Unaudited - see Notice to Reader)

	Actual	Budget
<b>Revenue</b>		
Interest Income	\$ 244	\$ 300
Job Registry	22,198	20,400
Memberships	11,218	15,548
PD-Workshop - cPRsips	454	2,003
PD-Workshop - Jr. to Mid.	7,050	6,015
PD-Workshop - Sr.	1,285	1,800
Speaker Series	1,531	8,680
Special Membership Events	3,866	5,750
Sponsorships	3,130	1,500
Student Memberships	225	1,760
Student Events	80	300
<b>Total Revenue</b>	<b>51,283</b>	<b>64,056</b>
<b>Expenses</b>		
Board	3,530	2,950
Bank Charges	885	1,000
Insurance	1,015	500
Accreditation	362	500
Management Services (includes website migration & redesign)	48,380	22,000
Accounting and Bookkeeping	4,132	3,650
Membership Marketing	739	478
Mentorship Program	320	300
PD-Workshop - cPRsips	460	1,755
PD-Workshop - Jr. to Mid.	6,973	6,465
PD-Workshop - Sr.	1,289	1,600
Speaker Series	1,077	8,820
Student Scholarship	2,000	2,000
Communications	4,057	5,000
Student Events	38	200
Special Membership Events	10,744	6,605
Volunteers	0	500
<b>Total Expenses</b>	<b>86,001</b>	<b>64,323</b>
<b>Net Income</b>	<b>(34,719)</b>	<b>(267)</b>
Net Assets, beginning of year	75,187	75,187
<b>Net Assets, end of year</b>	<b>\$ 40,468</b>	<b>\$ 74,920</b>

Updated by  
m u n r o / t h o m p s o n

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Based on 2018-2019 design by  
Cary Debenham



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