



Canadian Public
Relations Society

Vancouver Society

Canadian Public Relations Society Vancouver

Report to Members | 2022–2023



Indigenous Land Acknowledgement

We respectfully acknowledge that the CPRS Vancouver community lives and works on the traditional, ancestral, and unceded territory of the Coast Salish Peoples, including the territories of the x^wməθkwəy̓əm (Musqueam), S^kwxwú7mesh (Squamish), and Sə́ɫílwətaʔ (Tsleil-Waututh) Nations. We recognize and respect their deep and enduring connection to the land, waters, and resources, and we are grateful for the opportunity to live, learn, work, and play on this territory. As we move forward, we commit to building respectful and reciprocal relationships with Indigenous peoples and communities, and to taking action towards reconciliation, decolonization, and healing in our personal and professional lives.

Introduction To Members

Dave Hollis once said, 'In the rush to return to normal, use this time to consider which parts of normal are worth rushing back to.' This sentiment resonates deeply with us at CPRS Vancouver, as we reflect on the past year and the changes that have impacted our organization, and our industry as a whole.

We made big strides in 2022/23 by focusing on what really matters: locally relevant professional development opportunities and consistent communications. We listened to our members and discovered what sets us apart from other professional development opportunities and organizations, creating a leaner and more directed society that ensures our long-term sustainability.

Our efforts have paid off, as evidenced by our 21% increase in membership and a whopping 57% increase in event registrations from the previous year. But we're not content with just being relevant; we're committed to being a critical resource for local PR professionals seeking to advance their careers and hone their skills.

With an experienced and dedicated board supporting these efforts, we plan to continue growing our membership base and delivering professional development and networking opportunities for PR professionals and communicators at every career stage. As we navigate the evolving professional landscape, we will carefully consider which parts of 'normal' are worth rushing back to, and which new practices and approaches we want to adopt to better serve our members and our community.

Thank you for being along for the ride — we look forward to continuing this journey with you.

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President's Report



Alexandra Skinner
President [she,her]

Current Gig

Manager, Government and Media Relations and Issues Management,
WorkSafeBC

[in](#) /alexandraskinneryvr

2022/23: Getting Back to Basics

In a world where we are constantly bombarded with tasks and opportunities, it can be challenging to decide where to focus our attention and resources. In 2023, CPRS Vancouver made a strategic decision to focus on a leaner, tighter program that prioritizes the most important needs of our members. This decision was based on a survey conducted the previous year, which asked members what they cared about most and why they joined CPRS Vancouver in the first place. The results informed the decision to concentrate on a few key areas: networking opportunities, professional development events, and consistent communications with clear and direct career applicability. key areas: networking opportunities, professional development events, and consistent communications with clear and direct career applicability.

Over the past year, we've kept our professional development events almost exclusively online to make them accessible and convenient for communicators across the region. However, we also hosted in-person social events for informal conversation and connection, which were missed during the pandemic.

Additionally, we took a closer look at our communications, specifically our Essentials newsletter, which our 2021 survey revealed to be the channel most used by our members. We recognized that Essentials could be leveraged as a valuable brand tool that overtime could re-engage lapsed members, and attract new ones. So, we opened up our subscriber list to non-members, and allowed lapsed members to opt back in to receiving communications from us. We also rebranded the look and feel of Essentials, committed to a regular bi-weekly schedule, featured fresh content suited to all career levels, and featured upcoming events to ensure they were always top of mind. We also expanded our email marketing program. These efforts have paid off, as demonstrated by increased membership and increased event registrations. We've also seen a 15% increase in our social media followers and overall engagement.

2022-23 Highlights

- The board set a five-year goal in September to increase membership to 500, and while the chapter did not hit the mark yet we've seen our membership grow from 176 total members to 212 - a 20.5% increase in our membership base in only a couple of years.
- We've also seen an increase in event attendance. The chapter held eight online professional development events and four in-person events in the 2022/23 season, with a total of 330 individual registrations – up from 209 for the previous year.
- We also expanded and shifted portfolios to better support our goals, such as welcoming a paid content manager to oversee the content strategy and website, and expanding the events portfolio to include three board directors.
- We partnered with Fluency Leadership in early 2023 to host and sponsor Leaders Network events and bring the most experienced leaders back into the CPRS Vancouver fold.

Our EDI Program evolved to focus on direct and applicable tools for communicators, including tangible ways to apply an EDI lens to PR and communications strategies and workplace cultures.

President's Report

Looking Ahead

In 2023/24, Carolyn Rohaly will become the new President of CPRS Vancouver. Her energy, experience, and enthusiasm will ensure CPRS Vancouver continues to move closer toward our five year goal.

We also plan to expand our sponsorship portfolio, and focus on advertising and micro sponsorship opportunities for our members and relevant local businesses.

The student portfolio will be also rebuilt, which will include welcoming a new student board director and a student board member to ensure the chapter is dialed into the needs of post-secondary students as they move from the classroom into their careers.

Thank you

As the famous saying goes, "Alone we can do so little, together we can do so much." And that's exactly what we've seen at CPRS Vancouver this past year. It's the collaboration, support, and dedication of our board members, staff, volunteers and members that have allowed us to realize our goals and create a community we are proud of. So let's continue to work together, play together, and succeed together, as we witness and participate in the evolution of CPRS Vancouver in the years ahead.

Alexandra Skinner




PAST PRESIDENT



Amanda Munro, APR
Past President [she,her]

Current Gig

Partner, Munro Thompson Communications

 /amandamunro

Three pieces of career advice that always stuck with me:

1. Never overpromise and under deliver. When you make promises that you cannot keep or fail to deliver on your commitments, you risk losing trust, credibility, and opportunities. Instead, focus on setting realistic expectations, communicating clearly and transparently, and delivering consistently.
2. Never burn bridges. Burning bridges may feel satisfying in the moment, but can have long-lasting negative consequences for your professional career. By staying connected and nurturing your relationships, you never know when someone from your past may be someone you need to work with or even provide a valuable opportunity or connection in the future.
3. Listen before speaking. By actively listening before inserting your perspective, you gain a better understanding of what others need and want, which helps you communicate in a more meaningful way. When you make an effort to understand others' perspectives, you can build stronger relationships and achieve greater success.





Carolyn Rohaly, APR
Vice-President [she,her]

Current Gig

Communications Manager, Rocky Mountaineer

 /CarolynRohaly

 @CarolynRohaly

 @CarolynRohaly

Favourite CPRS moment from the year

I have a feeling my favourite CPRS moment hasn't happened yet - it's going to happen at the Elevate Conference in Whistler. Seeing PR practitioners and CPRS members in person after meeting everyone online over the last few years will be informative and inspiring. I'm really looking forward to creating more in-person CPRS moments next year!

Operations Report



Melissa Godbout

Director of Operations [she,her]

Current Gig

Communications and Public Relations Officer, City of Abbotsford

 /melissagodbout

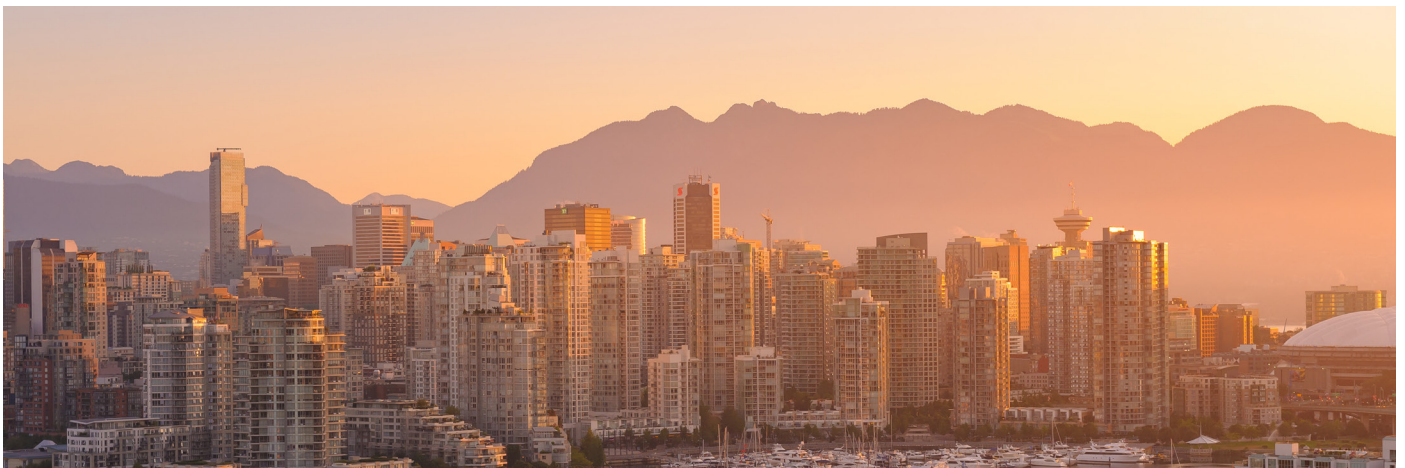
Most proud career moment:

My most proud career moment was winning a CPRS National Silver Award of Excellence for Best Use of Media Relations (Small Budget) and a Silver CPRS Vancouver PRestige Award for Best Media Relations Campaign (Under \$50,000) as a member of the City of Abbotsford communications team during the November 2021 flooding event. While the safety of our residents was the entirety of our focus throughout the emergency, it was incredibly rewarding to be recognized by our peers in the industry for our efforts.

As a recent addition to the Board and the Operations portfolio, there is still so much for me to learn about the society’s operations, but I am eager to dive in and contribute to this dynamic team. My primary goal for the upcoming term is to identify processes that can be streamlined to enhance the Board’s overall effectiveness, improve internal flow, and better serve our members.

Since joining the Board, I have been impressed by the team’s dedication and passion for advancing the communications profession and network in the Lower Mainland. Despite the challenges posed by a vacancy in the Operations portfolio, the team rallied together and ensured the smooth functioning of CPRS Vancouver during this period.

I am excited to work with the other portfolios and committees throughout the coming year and sustain the momentum for another successful year of communications in Vancouver. It is a privilege to be part of this journey, and I look forward to our future achievements and successes.



Accreditation Report



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

Current Gig

Faculty, Public Relations Diploma Program, Kwantlen Polytechnic University

[in](#) / robincookbondy

Current Gig

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

[in](#) /caeli-murray-ma-apr-54228412



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

The Accredited in Public Relations (APR) designation has been a respected measure of professional experience and competence in the public relations field for over 50 years.

Once earned, it distinguishes practitioners as committed to the highest professional standards. This year, we welcomed four local graduates of the 2022 examinations into the APR club: Jiana Chow, Nevasha Naidoo, Peter Kim, and Christina Shorthouse. Congratulations on this momentous accomplishment!

CPRS National played a lead role in facilitating this year's APR journey, inviting candidates from across the country to connect through study groups, virtual sessions, and podcast conversations with leading practitioners and academics. Local co-chairs Robin Cook Bondy, APR and Caeli Murray, APR supported candidates throughout the year-long process by hosting virtual and in-person study sessions, as they put together their work samples and prepared for the APR exams.

The accreditation process rigorously evaluates practitioners' proficiency in all areas of public relations and communication, testing the skills, abilities, ethics, and experience needed to practice at a senior level. The APR designation is well recognized, acknowledged, and respected among practitioners.

If you have five or more years of experience as a public relations practitioner, we encourage you to consider the value and importance of achieving the APR designation. Please contact Robin or Caeli for details.

Communications Report



Dina Zaid, APR, Director of Communications [*she,her*]

Current Gig

Senior Marketing & Communications Specialist, General Fusion

 /dzaid

Here are three key reasons I love working in PR:

PR is a field that is always evolving and changing. Every day presents new challenges and opportunities to explore, from adapting to the latest social media trends to responding to crises and issues. PR professionals are always on their toes, and I find it exciting to be part of an industry that constantly pushes me to learn, grow, and adapt.

It's a creative field that allows for endless opportunities to innovate and experiment. Every client and brand has its unique story to tell, and it's up to PR professionals to develop creative campaigns and strategies that resonate with audiences.

I love the challenge of developing engaging content and finding new ways to tell compelling stories that capture the attention of journalists and consumers alike. PR is all about building relationships. Whether it's with clients, journalists, or members of the community, building trust and rapport is essential to success in this field. As part of the communications department, we are the heart of the organization, building connections with other teams and departments.

I am pleased to report that CPRS Vancouver has had an exciting and fruitful year, with a focus on delivering valuable content to our diverse member groups, including students, emerging professionals, and senior practitioners.

Our efforts this year have been centered on supporting CPRS National's ELEVATE conference held in Whistler, BC, and we are proud to have played an essential role in its success. Additionally, we have rebranded our bi-weekly Essentials newsletter, featuring a quarterly message from our President, Alexandra Skinner, and interviews with board members, including our EDI Director Nevasha Naidoo.

We are thrilled to announce that this year, we have launched a new opportunity for organizations in Vancouver to advertise with us, enabling them to reach hundreds of PR and communications professionals in the region.

Furthermore, our social media presence has grown significantly, with a 15% increase in following and improved engagement on our content, particularly those related to CPRS Vancouver-hosted events and webinars.

TWITTER

 4,088 followers

FACEBOOK

 839 likes

INSTAGRAM

 80 New posts

LINKEDIN

 826 followers

NEWSLETTER

 19 Issues

BLOG POSTS

 10 Blog posts

Membership Report



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

[in /Lesleychang](#)

[@Lesleychang](#)

[f @Lesleychang](#)

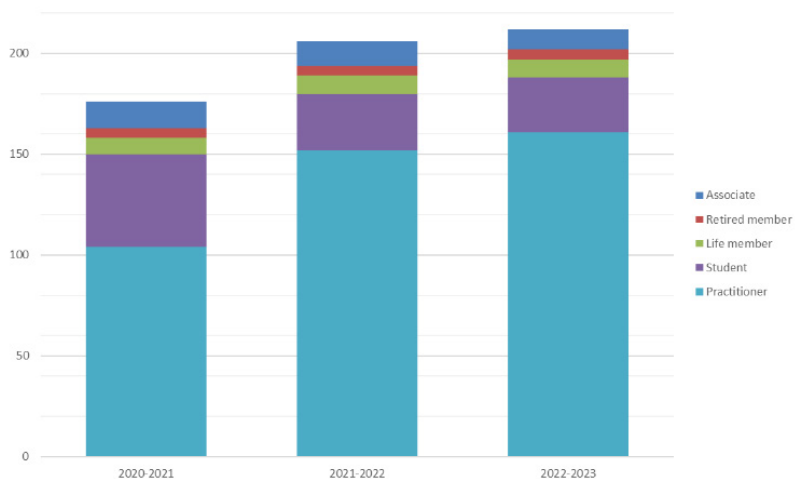
Best career advice ever received

The best career advice I've ever received was to visualize your win. Whether you're working in media relations and you're trying to land an article in your dream publication, or trying to win over a crowd of stakeholders, or even your boss, it's best to start with what that win looks like - and then work towards it. Once you have a picture of what your win looks like in your head, you'll have a much clearer idea of how to achieve it. It takes work, but believe me, it's more than 100% worth it.

CPRS Vancouver has experienced fluctuating membership over the past three years, but I am pleased to report that our numbers are on the rise. Since 2020-21, our membership has grown from 176 to 216, a 20.5% increase. This year, we welcomed 29 new members, including five students and three associate members.

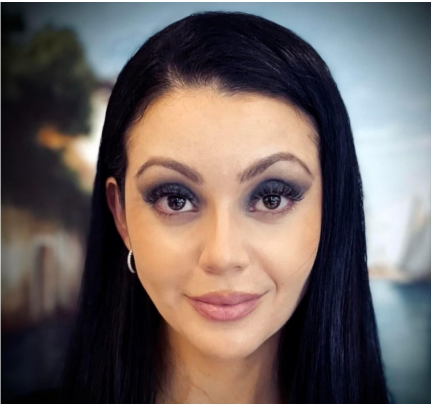
During 2022-23, I had the opportunity to work closely with Sara Rafuse, Executive Director of CPRS National, and outstanding membership chairs in Prince George, BC, Edmonton, AB, Regina, SK, London, ON, Hamilton, ON, Ottawa, ON, and Moncton, NB. Together, we are shaping the future for CPRS members at the national level, expanding access to services, programs, and professional development opportunities, as well as broadening our ability to connect with more members nationwide.

Active CPRS Vancouver Members:	212
Student Members	27
Life Members	9
Retired Members	5
Associate Members	12



As we conclude this year, I would like to reflect on our collective progress as communication and PR professionals. Serving as the membership director for the past three years has been a privilege, and I am grateful to have provided support to our members when needed. I am always open for a chat, a coffee, or a glass of wine - and I would love to hear your story.

Mentorship / Volunteer Services Report




Roberta Praticò, Director,
Volunteer Services [she,her]

Current Gig

Public Relations and Communications Associate, Vancouver Aboriginal Child and Family Services Society

 /roberta-prattico

 @roberta-prattico

Biggest lesson learned

The biggest lesson I learned working in public relations is to always be prepared for any situation. Having a plan for both positive and negative outcomes is essential to effectively handle any task. Being able to think on your feet and think of creative solutions is also a must.

CPRS Vancouver’s Volunteer Services portfolio has achieved significant success in retaining volunteers since its launch in 2021.

This success is due to our commitment to providing meaningful volunteer opportunities and excellent support, which empower our volunteers and lead to greater job satisfaction and long-term commitment. As the portfolios’ needs and demands have evolved, we’ve adapted accordingly. For example, we created a Content Manager position to support the Director of Communications, who oversees one of the largest and most complex portfolios.

This new role has streamlined and optimized our communications workflow, reducing overall costs while increasing efficiency. Our volunteer program has become even more successful as a result.

This year, 16 members of our chapter participated in the Mentorship Program, which provided mentees with the opportunity to learn from industry experts, while mentors had the chance to share their knowledge and experiences. The program has provided both mentees and mentors with invaluable skills and insights.



Special Events & Professional Development Report



Cecilia Ho, Co-Chair,
Special Events, [*she,her*]

Current Gig

Manager, Communications Planning and Development, City of Vancouver

[in](#) /cecilia-ho



Leslie Hacker, Co-Chair,
Special Events, [*she,her*]

Current Gig

Founder & CEO, Hacker Communications

[in](#) /leslie-hacker



Pinder Rehal, Co-Chair,
Special Events, [*she,her*]

Current Gig

Senior Communications Specialist,
United Way British Columbia

[in](#) /pinderrehal

Most proud career moment:

Cecilia: Winning a CPRS Gold Excellence Award for Best Corporate Social Responsibility Campaign. As communications professionals, it's easy to get caught up in completing project after project and forget to take a moment to stop and look at the impact of our work.

Pinder: One of my proudest career moments happened early in my communications career. I was working for a start-up in the vegan products space during a time when there was not much of a sector. It was also in the early days of social media, with Twitter recently launched and before the proliferation of paid advertising and algorithms. Despite those challenges, we were able to create a buzz online, including social media, for the product line and were even featured on the Oprah and Ellen shows. For someone just starting out in the industry and working for a local start-up, this was definitely a memorable moment.

CPRS Vancouver is thrilled to share that we had an amazing year of professional development events that gave our members valuable opportunities to advance their careers.

Our professional development series featured nine events that covered a range of topics including “The State of PR Salaries,” “How to Use LinkedIn for Your Next Career Move,” and “Accessibility in the Digital Age.” Our events were a hit, with registrations increasing by 57% from the previous term, and our members provided positive feedback about the topics, formats, and speakers.

Our holiday party, held in collaboration with IABC, was also a huge success, with over 80 members from both organizations in attendance, providing an opportunity for everyone to connect and network. In addition, we hosted a fall social with a unique twist - a “walk and talk” event where attendees enjoyed some fresh air while catching up, and making new connections and friendships.

It is our privilege to offer exceptional professional development opportunities, and we look forward to providing more in the future.

2022/23 Events Report

September:

- Walk and Talk Fall Social
- Indigenous Inclusion for PR Professionals featuring Alison Tedford-Seaweed, Indigenous Relations Consultant.

November:

- In Case of Emergency, Break Glass: Responding to a Cyber Attack and Creating a Crisis-ready Culture featuring Shafiq Jamal, Alex Russell, & Kylie McMullan

December:

- Comms One, Comms All CPRS & IABC Holiday Social

January:

- New Year, New You: Refresh Your LinkedIn Profile (and Get a Headshot!) featuring Maggie MacLean, Talent Marketing & Brand Strategy Lead at Manoeuvre and Sarah Lando, Talent Acquisition Manager at BC Pavilion Corporation

February:

- How to Be a Winner: CPRS Vancouver PRestige Award Case Studies Presenters (and winners!):
 - » Julia White, Director, Communications, Health Research BC
 - » Rachel Wong, Senior Communications Lead and Strategist, Be the Change Group
 - » Henry Glazebrook, Senior Communications Advisor, Media Relations & Issues Management, BC Housing
 - » Emma Talbott, Manager, Government Affairs, BC Housing
 - » Adam Terris, Manager, Publications and Industry Engagement, BC Housing
- When Crisis Creates Moral Outrage featuring Dr. Timothy Coombs

April:

- The State of PR Salaries featuring Natan Edelsberg, Chief Partnerships Officer, Muck Rack

May:

- Accessibility in the Digital Age featuring Matisse Hamel-Nelis

June: (upcoming!)

- Beyond Translations: Engaging with Chinese Audiences featuring Dr. Sumin Fang, Assistant Professor in Strategic Communication & Public Relations at the University of the Fraser Valley, and Stephanie Li, Founder Spotlight West Communications.

Equity, Diversity & Inclusion (EDI) Report



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

Current Gig

Senior consultant, Platinum Public Relations

[@NevashaNaidoo](#)

[/nevasha-naidoo-5228427](#)

nevasha.naidoo@gmail.com

Best Career Advice Ever Received

I have been in the PR industry for nearly 25 years and started my career as an intern, working my way up in a PR agency before moving to the corporate world. At 27 years old, I established my own PR company.

In the early years of my career, I was given two powerful pieces of advice:

1. Leave your emotions at the door. It is essential to maintain a professional demeanor and separate personal feelings from work-related tasks. When writing a media release in favor of a client during an incident, remain objective and unbiased, focusing on the facts while still maintaining the highest standards of PR ethics.
2. You are never too senior. No matter one's position in a company, everyone should be prepared to roll up their sleeves and get their hands dirty. Forget the beautiful manicure! This mindset is especially crucial for those in leadership positions, as it sets an example for the rest of the team and fosters a culture of collaboration and hard work.

The EDI portfolio was established in 2021 as part of its commitment to creating 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.

The goals for the year included a website audit and refresh project, hosting quarterly events to increase awareness and knowledge on EDI, recommending diversity targets for board positions, driving change in CPRS Vancouver's communications material with an EDI lens, and supporting the development of a national EDI strategy.

In the past year, the EDI committee made significant progress towards achieving these goals. The scope of work for the website audit project was prepared, and new members were recruited to join the EDI committee and assist with the project. An accessibility event was held in May 2023, and four other EDI events are planned for the coming year. The committee also rolled out a communications calendar and published two EDI blog posts in the newsletter.

The EDI committee is committed to continuing efforts towards creating a diverse and inclusive professional association. We are currently in the process of recruiting new subcommittee members, finalizing the EDI events calendar for 2023/2024, and conducting interviews with interested parties. We will continue to drive change in CPRS Vancouver's communications material with an EDI lens and support the development of a national EDI strategy.

Check out our [2022/23 highlight reel on YouTube](#).

EDI Highlights

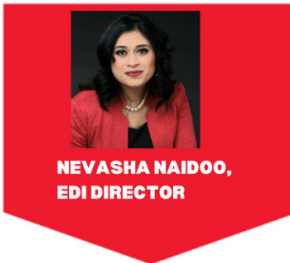


COME JOIN THE CPRS VANCOUVER EDI SUBCOMMITTEE



POSITIONS:

- SOCIAL MEDIA
- GRAPHIC DESIGN
- CONTENT CREATOR
- RESEARCH
- UX/UI/SEO
- WRITER



EDI subcommittee highlights 2022-2023



Senior Leaders' Network Report



Caeli Murray, APR,
Interim Director, Senior Leaders'
Network *[she,her]*

Current Gig

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

[in /caeli-murray-ma-apr-54228412/](#)

Most proud career moment:

One of my absolute favourite career moments, after a very long year of working in health care during the pandemic, was when our team at the Provincial Health Services Authority won the CPRS National Award of Excellence for best in-house communications team of the year.

During the 2021/22 season, the board position responsible for supporting senior leaders remained vacant for a significant part of the year. To stay productive during my maternity leave, I stepped in to fill this role on an interim basis when our event season started in the fall of 2022. We are currently in the process of recruiting someone to take over this position for the next term.

My main objective for the year was to bring back the Leaders' Network, which was initially established before the pandemic for in-person gatherings. Our Leaders' Network events provide a unique opportunity for communication and public relations leaders who have achieved their APR® designation or College of Fellows (FCPRS) status, or have at least 15 years of experience in the industry, to gather in an informal and intimate setting.

In January and April, a fantastic group of leaders came together, and it was heartening to see them enjoying the opportunity to discuss the challenges and opportunities they face as senior leaders in today's industry. The April event was sponsored by Fluency Leadership, our first sponsored Leaders' Network event, which was an exciting partnership. Attendees provided positive feedback through post-event surveys and other means, indicating how much they appreciated the chance to network and exchange ideas in person.



Treasury Report



Nicole Stewart
Treasurer [she,her]

Current Gig

Assistant Professor in Social Media, Department of Communications,
University of the Fraser Valley

[@NicoleStewartPR](https://twitter.com/NicoleStewartPR) [/nicole-stewart-0b8a936](https://www.linkedin.com/in/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 CPRS-Vancouver 2022-2023 fiscal year was defined by increasing profits and expenditures. We started the 2022-2023 fiscal year with a total of \$54,274.85 in assets. Overall, it was an outstanding financial year and we are starting the 2023-2024 fiscal year off with current assets totalling \$62,256.78.

Revenue

The total gross revenue is \$48,534.38 for the 2022/2023 fiscal year, an increase of \$9,301.89 from 2021-2022 when the gross revenue was \$39,232.49.

Increases were recorded in five portfolios relative to last year:

- Job registry increased by \$18,973.97
- PD-Sr/Leaders Network revenue increased by \$100.16.00
- Special events revenue increased by \$4,347.06
- EDI revenue increased by \$850.00 (new line item)
- Interest income increased by \$298.47

The awards portfolio performed similarly to 2021-2022 with only a minor differential (\$34). Sponsorship revenue underperformed relative to the two previous years, decreasing to nil.

Expenses

The total expenses for 2022-2023 were \$39,149.76 compared to \$20,848.77 in 2021-2022, which is comparable to the 2020-2021 fiscal year (\$32,939.45). The expense increase is largely due to our institutional return to in-person events. Below is a highlight of some of the key increases and decreases:

- Membership revenue decreased by \$15,080.85
- PD-Jr/Mid/cPRsips/Speaker Series decreased by \$474.00
- Board expenses increased by \$1,264.97
- Contract service expenses increased by \$6,236.32
- Special student expenses increased by \$12,891.10

PRestige Awards



Dr. Sumin Fang, PRestige
Awards Director [*she, her*]

Current Gig

Assistant Professor in Strategic Communication & Public Relations at the University of the Fraser Valley

[in](#) /[sumin-fang](#)

I am #CPRSProud because...

CPRS provides excellent opportunities for members to know PR professionals in the Greater Vancouver area.

When I returned to BC from the United States with a Ph.D. in strategic communication and PR, I was eager to find local colleagues in this field. It would take much longer to research PR professionals via LinkedIn and other platforms and then contact them individually via emails or messages. Plus, there might be trust issues when people initiate cold calls online.

At CPRS networking events, members build trust with each other faster because of common interests in PR and connections with this association. Through CPRS, I have made many friends and successfully invited three PR professionals to speak to university students in my PR lectures. Students appreciate practical and up-to-date experiences from the industry. Job posts on CPRS websites also give my students more career options.

2022 PRestige Award winners:

Best Integrated Communications Campaign

BRONZE BC Housing

Best Digital/Multimedia/Social Media Project

SILVER Michael Smith Health Research BC

Best Media Relations (under \$50,000)

SILVER City of Abbotsford Flood Response

Directors at Large



Hanne Lene Dalgleish,
[she,her]

Current Gig
Communications Manager,
Roundhouse Community Centre

[in](#) /dalgleish

Current Gig
Senior Communications
Professional

[in](#) /rashpalraiapr



Rashpal Rai, APR [he, him]



2022-2023 Accredited Members, Fellows & Life Members

Allard W. van Veen, APR, FCPRS, LM
- Founder, The PR Trust

Angela Koulyras, APR

Carolyn Rohaly, MUP, APR

Catherine Robertson, LM - Principal,
The Robertson Group

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

Bruce Rozenhart, APR, President,
COUNTERPOINT Communications Inc.

Christina Shorthouse, APR

Clifford L. Bowman, M.I.R.M., APR,
Principal, Bowman International Real
Estate Marketing Inc.

Clifford L. Bowman, M.I.R.M., APR -
member since September 1973

Christine Brooks, APR, Managing
Partner, DCI STRATEGIC

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

Courtney McGillion, MCM, APR

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

Deborah Skaey, APR

Diana Barkley, APR, FCPRS - member
since 1988

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

Cheryl Landriga, APR, Consultant
Meerman Communications

Douglas Heal, LM

Amanda McCuaig, APR, Director of
Communications, Metro Vancouver

Emma Shea, APR

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

Francine Gaudet, APR, FCPRS, LM,

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

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

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

Frank Walden, LM

Caeli Murray, APR, Provincial Health
Services Authority

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

Candace Hernandez, APR, Vice
President, Richmond Hospital Foundation

Gwen Hardy, APR, Managing Partner,
Elettra Communications

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

Hal Holden, APR, LM
Communications Strategist, British
Columbia College of Nurses and Midwives

James Hoggan, APR

Deneka Michaud, APR, Director,
Communications and Stakeholder, BC

Jean Cormier, APR, LM - Chairman,
Cormier Financial Corp

Dina Zaid, APR, Marketing &
Communications Specialist, General Fusion

Jiana Ling, APR

Hal Holden, APR LM

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

Jillian Glover, APR, Communications
Manager, PacifiCan

Johanna Ward, MA, APR, Senior

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.

2022-2023 Accredited Members, Fellows & Life Members

John Kageorge, APR, Consultant,
Vital Communications

Julie Marzolf, APR

Karen McCluskey, APR

Kathie Taylor, APR

Kim Blanchette, APR, FCPRS

Larry Cardy, LM - Consultant

Libby Brown, APR

Lisa Baergen, APR, MCC, Vice
President, Marketing, LexisNexis Risk
Solutions

Liz Lallender, APR - member since 1983

Liz Mallender APR, Communications
and Projects, Oceaner Sporting Goods
Canada, Inc

Maureen Cameron, APR

Michele Comeau, APR, Communications
Manager, Resort Municipality of Whistler

Nancy McHarg, APR

Nevasha Naidoo, APR

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

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

Peter Harvey, APR, LM

Peter Kim, APR

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

Philip Mulder, APR, FEC (Hon.), FGC
(Hon.), FCPRS - member since 1996

Rashpal Rai, APR, Sr. Communications
Consultant

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

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

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

Robin Cook Bondy, APR, Faculty, Kwantlen
Polytechnic University

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

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

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

Susan Jamieson-McLarnon, APR LM

Sydney Tomchenko, APR, Retired

Tanya Colledge, APR, Manager,
Communications and Stakeholder, Provincial
Health Services Authority Vancouver

Verne Prior, LM

2022-2023 Accredited Members, Fellows & Life Members

New members

Anna Burns

Carolyn Jack, Director, BC Housing

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

Wahiba Chair, Strategist & Instructor,
Wahiba Chair Training & Consulting |
University Canada West

Margaret Stodart

Sean Beardow, Manager, Corporate
Communications, Fortis BC

Megan Clavelle, Ausenco

Joselyn Hernandez, Ausenco

Kate Stephens, Ausenco

Catherine Mazurenko, Chai
Communications

Lindsay Vickers, Manager of
Communications, District of Sechelt

Michelle Boileau, Senior Manager,
Philnatorphy

Audrey McKinnon, Communications
Specialist, BC Financial Services
Authority

Amaka Umeugo, BC Financial
Services Authority

Terence Ho

Jessy Sidhu

Sophie David, Communications
Manager, Sophie Armstrong
Entertainment Inc.

Mayank Kashap

Shrief Fadl, BC Housing

Jessica Kerr, Public Relations
Manager, University Canada West

Pardeep Purewal, City of Maple Ridge

Stephanie Ritchie, Communications
Specialist, bioLytical Laboratories Inc.

Michael Gleboff, Communications +
Community Manager, Innovate BC

Erica Yeung, Communications Officer,
Capilano University

Warren Mirko, BC financial Services
Authority

Maya Sylvester, First Nations Health
Authority

Kevin Boothroyd, Director, Media and
Government Relations, First Nations
Health Authority

Leslie Hacker, Founder, Hacker
Communications

Yesenia Dhott, Media Officer,

Ada Silvinski, Vice President, Talk
Shop Media

CPRS Vancouver Volunteers



Nav Ravichandra

Social Media Specialist

“My favourite aspects about volunteering with CPRS Vancouver are learning valuable communications skills such as content planning, social media drafting, copywriting, and integrating with other team members to work towards weekly goals/tasks.”



Tina Lu

Events Coordinator

“I am not a professional in the PR industry but it is always my interested field that I would like to move on to. During the volunteering experience, I was able to meet and interact with people as PR professionals from different career backgrounds.”



Gent Ng,

EDI member

“In the last year, my most memorable moments were helping our wonderful EDI subcommittee get inaugurated and learning from many experienced and accomplished communicators. Volunteering is also a way to express my gratitude for all the opportunities to grow.”



Jessy Sidhu

Blog Writer

“By volunteering with CPRS Vancouver as a copywriter, I have learned how better to create goals for the projects I am working on. This entails establishing strict deadlines while maintaining a flexible schedule to accommodate for any unforeseen changes.”



Dan Chalcraft

EDI Sub-committee Member

“The ability to contribute and use my writing skills to help further CPRS Vancouver’s EDI sub-committee’s mission when it comes to highlighting diversity within the PR sector and making it an inclusive environment where PR practitioners across various sectors and industries are valued for their contributions and highlighted through some form of recognition.”



Larissa Rodrigues

Content Manager and Webmaster

“Volunteering with the Canadian Public Relations Society Vancouver has been an incredible experience for me. Through this opportunity, I have been able to connect with amazing professionals in the communications and public relations field, which has been quite meaningful to my professional development. Not only have I been able to expand my network, but I have also had the chance to develop and sharpen my communication skills in a supportive environment. Overall, volunteering with CPRS Vancouver has been an incredibly worthwhile experience for me, and I would highly recommend it to anyone looking to advance their career in public relations.”

2022 Annual General Meeting Minutes



Thursday, June 23, 2022
In person at the Vancouver Club
(915 West Hastings St, Vancouver, BC)
and online via webinar

Minutes: Hanne Lene Dalglish

1. Call to order

The evening began with a land acknowledgement by Carolyn Rohaly – Sk̓wxwú7mesh (Squamish), Stó:lō and Səl̓ilwətaʔ/Selilwitulh (Tsleil-Waututh) and xʷməθkʷəy̓əm (Musqueam) Nations. C Rohaly then recognized the cultural diversity and distinct contributions of First Nations, Inuit, and Métis Peoples who have been silenced and ignored in the formation of what we now call Canada.

Amanda Munro called the Annual General Meeting to order at 7:21 pm. Webinar voting will be by Zoom polling. A. Munro hopes all had the opportunity to review the minutes from the 2021-2022 AGM minutes and financial statements.

A. Munro calls to approve last year's AGM minutes and financial statements. No changes or additions are made.
Move to accept: Nicole Stewart
Seconded: Mike Leland
Carried

A Munro welcomes attending APRs: Johanna Ward, Emma Shae, Robin Cook Bondy, Rashpal Rai, Clay Adams, Carolyn Rohaly, Dina Zaid.

2. Outgoing President's Report, Amanda Munro

We've had a wonderful time at CPRS Vancouver this year, and would like to acknowledge the dedication of the Board of Directors. We created new portfolios in the Fall: EDI Director, Nevasha Nadoo; Volunteer Services Director, Roberta Pratico. We expanded the following roles: added a Co-director of Communications, Dina Zaid, to work with Sarah Thomas; added an Events sub-committee to provide more programming in a more efficient way. We have a new association company at the National level, and a new association management company at the Chapter level, Sea to Sky (S2S). We are looking forward to the leadership from the very capable Vice President Ally Skinner who will be taking on the President's role. Our membership has held strong during these turbulent times, which shows the value our association has for its members. Thank you to all members for staying the course.

3. CPRS National Board Report, Rashpal Rai, APR

Greetings from the National Board, President Cam McAlpine and Vice-President Vincent Power. National recognizes the strong and close relationship with CPRS Vancouver, particularly in the last few years. It is one of the strongest chapters, as evidenced by its programming delivered. Many changes including the new National office led by Executive Director, Sara Rafuse, and a new association management company, Redstone. Focussing on key priorities: chapter relations, member value, year-round professional development, best in class accreditation that supports members in their career to retirement, representing and advocating for ethical leadership in Canada. National conference will be in Whistler, BC in person. Looking forward to CPRS Vancouver membership to getting involved. Establishing a local advisory committee to lead programming and develop events. Update as presiding officer of the CPRS National Task Force on Equity Diversity and Inclusion: we will be engaging with Canadian chapters to work toward EDI strategy and policy for CPRS. Members are encouraged to connect with the National Task Force or the Vancouver EDI committee and become involved.

4. Treasurer's Report, Nicole Stewart

We saw an increase in profit as well as a decrease in expenditures during our fiscal year, April 2021 to March 2022. Thank you to C Rohaly for keeping overheads low with our Event portfolio.

Revenue

The chapter saw an increase in net income profit of \$18,383, finishing the year off with total assets of \$54,274.

Expenses

The total revenue for the year was \$39, 232, an increase of \$15,825 over the previous year.

Our total expenses this year were \$20,848, a decrease of \$10,784 from the previous year.

For more detailed numbers, please refer to the financial report. Moving forward, we project higher expenditures in the next fiscal year as we move to more in-person events.

N Stewart thanks Tarrah, CPRS Vancouver's long-term bookkeeper for her outstanding service to our organization. She helped with the transition to S2S who will also take over our bookkeeping. S2S have been very efficient. Thank you to Board members for your timely submissions of expenses.

5. Report to Members

Mentorship Report, Marsha D'Angelo

Mentorship portfolio is rewarding, particularly for the connections created. Matching seasoned professionals with up-and-comers is remarkable, with friendships developed, ongoing connection, and even some mentees gaining employment. Fall is when applications open, great opportunity to give back, and up-and-comers to gain exposure to some brilliant PR professionals. Time commitment is quite low, requiring only a few meetings a year. M D'Angelo thanked everyone who has been involved – this is her last year in this Directorship position.

Accreditation Report, Robin Cook Bondy, APR

Regrets from Co-director Caeli Murray.

APR is a respected accreditation in the field for more than 50 years. There are more than 400 in Canada now. An APR designation indicates that you are dedicated to the highest ethical standards. It takes a about a year, with rigorous testing of skills and abilities. We would like to acknowledge four CPRS Vancouver members who have received their APR in 2021:

Dina Zaid, APR
Carolyn Rohaly, APR
Candace Hernandez, APR
Courtney McGillion, APR

Currently there are seven CPRS Vancouver members preparing for their exams in October. Please reach out to R Cook Bondy or C Murray if you wish to learn more about the APR accreditation process.

EDI Report, Nevasha Naidoo (regrets), presented by A Munro

Have introduced a Vice-Chair role to assist with the portfolio, Pinder Rehal, and already have 7-8 members on the EDI sub-committee. From the EDI Terms of Reference: 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. 5 key areas: increase awareness among PR professionals, media, and clients; develop an EDI policy for CPRS Vancouver; increase the knowledge of EDI with PR professionals; recommend diversity targets for the local Board positions; support the development of a national EDI strategy.

R Rai invited to speak by A Munro.

National EDI is focussing on identifying barriers. This will allow us to create a path for a more inclusive and diverse

organization. It will involve local membership engagement opportunities. The target is to have a final strategy presented at the Whistler conference, and then to implement the strategy and make sure the EDI lens is present across all CPRS areas.

Please refer to the Report to Members for more about the EDI portfolio.

A Munro makes a motion to accept the 2021-2022 Financial Report. No changes or additions are made.

Move to accept: Clay Adams

Second: Rashpal Rai

Carried

A Munro makes a motion to accept the 2021-2022 Report to Members. No changes or additions are made.

Move to accept: Nicole Stewart

Second: Roberta Prattico

Carried

6. New Business, A Munro

Alex Russell: Is there a plan to engage senior communicators, such as the Leaders Network?

A Munro: The intention is to pursue this area and invites a member to support this portfolio.

7. Incoming President Remarks, Alexandra Skinner

Thank you to A Munro for managing a 19-member Board with grace. She is a solution-oriented leader. She's created a well-oiled machine with processes, systems, documents, and a very clear vision of the future of our chapter. A Munro presented with flowers.

What does a post-COVID world look like for a PR association? What is our relevance when we connect so much online? We need to rethink what makes us relevant. We are local, we are smart, we are good at what we do, we are connected, all of which can't be found in the online medium. Looking forward to filling rooms in-person – more senior practitioners, more students. We will be using to the recent, successful survey sent to members to inform our future steps, which indicate that events, networking, and professional development are important to members. EDI lens will be integrated into all of our efforts and functions. We will look at new trends and technologies in PR and Communications.

Officially welcome C Rohaly as Vice-President. This year was the first year that we posted for VP, as per our EDI strategy. Only a few members applied and C Rohaly was a great choice for us, with her experience and capabilities.

A Skinner invites the members to the Whistler conference, and is excited for the future of the CPRS Vancouver.

8. Closing Remarks and Adjournment, Carolyn Rohaly, APR

Thank you to Racelle Kooy our keynote speaker, Munro Thompson, and Rocky Mountaineer, and the venue staff. A very special thank you to Alex Russell for welcoming CPRS Vancouver members to The Vancouver Club on her membership. Thank you everyone for participating in our AGM and our board members and volunteers who put in a lot of effort to make this an unforgettable AGM for you.

A group photo was taken.

Meeting adjourned by C Rohaly at 8:06 pm.

Financial Statement

Year End Financial Reports

As of March 31, 2023

CPRS Vancouver

Balance Sheet

As of March 31, 2023

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
1050 BMO	39,908.48
1051 BMO High Interest Savings	0.00
1052 Paypal	2,020.26
1502 New GIC	16,560.87
12000 Undeposited Funds	0.00
Total Cash and Cash Equivalent	\$58,489.61
Accounts Receivable (A/R)	
1200 Accounts Receivable	3,767.17
Total Accounts Receivable (A/R)	\$3,767.17
1204 GST Receivable	0.00
1385 Prepaid Expenses & Deposits	0.00
Total Current Assets	\$62,256.78
Total Assets	\$62,256.78
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2200 Accounts Payable	3,389.00
Total Accounts Payable (A/P)	\$3,389.00
2030 GST/HST Payable	369.87
Receiver General Suspense	0.00
Total Current Liabilities	\$3,758.87
Total Liabilities	\$3,758.87
Equity	
30000 Opening Balance Equity	40,467.70
Retained Earnings	8,645.59
Profit for the year	9,384.62
Total Equity	\$58,497.91
Total Liabilities and Equity	\$62,256.78

CPRS Vancouver

Profit and Loss

April 2022 - March 2023

	TOTAL
INCOME	
4400 Interest Income	429.67
4410 Other Income	300.00
4500 Job Registry	28,179.71
4525 Awards	1,985.00
4550 Membership	9,839.70
4604 PD-Jr/Mid/cPRsips/Speaker Series	40.00
4605 PD-Sr/Leaders Network	390.16
4620 EDI	850.00
4675 Special Events	6,520.14
Total Income	\$48,534.38
GROSS PROFIT	
	\$48,534.38
EXPENSES	
5020 Board Expense	2,594.29
5021 Website Maintenance Expense	3,000.00
Total 5020 Board Expense	5,594.29
5250 Bank Charges & Fees	
CRA Interest	5.40
Total 5250 Bank Charges & Fees	5.40
5251 Paypal Fees	63.99
5255 Insurance - Liability, D and O	1,077.19
5449 Contract Services	
5450 Administration Services (Sea to Sky)	13,731.25
5460 Accounting & Bookkeeping Fees	2,041.02
5461 Constant Contact Subscription	151.94
5463 Flash Courier	55.07
5465 Mailchimp	141.11
5466 Paypal	70.00
5467 Canva Subscription	365.99
Total 5449 Contract Services	16,556.38
5520 Office Supplies	148.62
5525 PD-Workshop-JrtoMid & cPRsips Expense	635.80
5526 PD-Sr/Leaders Network Expense	503.33
5550 Speaker Series Expense	250.00
5625 Communications	600.00
5632 Special Events Expense	13,714.76
Total Expenses	\$39,149.76
PROFIT	\$9,384.62



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Updated by : Angela Shen