



Canadian Public Relations Society

Manitoba Society

Annual Report 2012/2013

Annual General Meeting

May 15, 2013

12:00 p.m., Hotel Fort Garry, Winnipeg

11:45 Registration

12:00 Greetings, introductions & lunch

12:15 AGM

12:45 Adjournment

AGM AGENDA

1. Call to order
2. Approval of the Minutes of the 2011/2012 Annual General Meeting
3. Reports of the Board of Directors
4. Financial statements for the year ending April 30, 2013
5. Elections (see attached slate of candidates)
6. Other business
7. Adjournment

**Minutes of the CPRS Manitoba
Annual General Meeting**

May 23rd, 2012

12:00 p.m., Hotel Fort Garry, Winnipeg

11:45 Registration

12:00 Greetings, introductions & lunch

12:30 AGM

12:55 Adjournment

1. Call to order

The AGM was called to order at 12:30pm.

2. Reports of the Board of Directors.

The president made remarks on the past year. The reports of the board of directors were presented by the president and accepted.

3. Financial statements for the year ending April 30, 2012.

The financial statements were presented by the president and accepted.

4. Elections (see attached slate of candidates).

Motion to approve the slate as presented: Siobhan Kari

Seconded: Tamara Bodi

Carried.

5. Other business

- Reminders about the National conference in Victoria in June, the national board meeting in Winnipeg in September, along with a mini-conference
- Thanks to outgoing board members and to all board members for their service this year.

6. Adjournment

The AGM was adjourned at 12:50pm.

2012/2013 Annual Report

Canadian Public Relations Society

Manitoba Chapter

President's Report

Jason Permanand

Our goal for the year was to demonstrate that CPRS Manitoba is the leading organization for public relations and communications professionals in the province. We always aim to foster the professional interests of our members, while promoting and advocating for our profession as a whole. The principal ways we have aimed to achieve our goal are by delivering value to our members through quality professional development events, good member communications, and by promoting the added value of being members of a national organization.

In 2012, two Manitoba chapter members successfully completed Accreditation; we congratulate Lorne Kletke, APR and Daniel Hurley, APR on their accomplishment. Accreditation identifies practitioners who have the depth of experience and competence in the professional practice of public relations, and establishes standards for professional practice.

Our chapter ran a highly successful and well-attended series of luncheons and networking events throughout the year, with a wide array of topics important to communicators. We also awarded our 6th Manitoba Communicator of the Year Award to Bill Peters of the St-Boniface Hospital Research Centre at a gala luncheon in April. The MCOY continues to be a great way to recognize the best in our profession while promoting CPRS and public relations in general.

Fees for the luncheon speaker series were raised this year, as they had not been raised in several years and were no longer covering the costs of the luncheons. We know that we are still providing great value for the cost, and are still charging less than other organizations for similar events in Manitoba.

In addition to our regular luncheons and evening networking events, we provided value to our members by partnering with local businesses and offering discounts to our members. It is an initiative we hope grows every year.

This past year we further developed CPRS Manitoba's website and online presence in the social media sphere. There was a 55% increase in Twitter followers, and the transition from a Facebook *group* to a *page*. Social media allowed for members and PR professionals to engage with the CPRS regarding upcoming events, job opportunities and local communications related news.

We reach out to Red River College and the University of Winnipeg by providing scholarships to each program's top PR student. We also invite PR students to sit on our board of directors and act as liaison between their schools and CPRS, and to provide insight into how we can better serve our student

members. Students from Canadian Mennonite University's newer Communications & Media program are also directly invited to CPRS events and activities. Student liaisons Amy and Taylor ran a great student-focused event on the topic of networking this year

The volunteer board accomplished quite a few things this past year, and each of them should be proud of what we accomplished. We aim to keep building on these accomplishments in the years to follow.

Thanks go to each member of this year's board for their great work:

President

Jason Permanand
Canadian Cancer Society

Vice-President/Treasurer

Kathryn McBurney
Regional Health Authorities of Manitoba

Secretary

Fay Kelman
Label Promotions

Past President

Siobhan Kari
University of Manitoba

Accreditation Director

Melanie Lee Lockhart, APR
Red River College

Communications Director

Heather Olynick
St-Boniface Hospital Foundation

Communications Director

Hannah Rose Pratt
Winnipeg Humane Society

Membership Director

Stacia Franz
Franz House Communications

Membership Director

Julie Kentner
Province of Manitoba

Program Director

Tamara Bodi
McKim Cringan George

Program Director

Draper Houston
Canadian Association of Agri-Retailers

Program Director

Deborah Bowers
Folklorama

Student Liaison

Taylor Rhodes
University of Winnipeg

Student Liaison

Amy Tuckett
Red River College

Membership Report

Julie Kentner and Stacia Franz

CPRS Manitoba continues to maintain a strong membership. As of April 30, 2013, 59 full members from a number of professional sectors were registered with CPRS Manitoba – up five members from the previous year. In addition, there were 50 current student members, up from 39 student members last year. Student members are from the Creative Communications Program at Red River College and the Public Relations Marketing Management Diploma Program at the University of Winnipeg.

This year, the Manitoba chapter took part in the national challenge of Membership Month, held annually each March. Manitoba recorded the highest percentage increase in membership across the country.

This year the membership team took on the task of creating a member benefit card, which provides extra value to CPRS Manitoba members. Partnering with five local businesses in Winnipeg, CPRS Manitoba was able to offer our members discounts at these five locations including Esthetics by Ana, Soul Beauty Boutique, Cake-ology, Vantage Print Studios and Premier Printing. The plan is to grow this member benefit in future years.

Also, a new initiative taken on this year by the membership team was to become more personally involved in connecting with CPRS members and future members. This included exchanging emails to meeting for coffee with members and future members, especially public relations students or students hoping to one day study public relations. Not only does this express positive branding for CPRS but also has brought in many new members and has worked to increase attendance at our events in collaboration with the CPRS Manitoba communications team and programming team.

CPRS Membership Card Advantages:

Business	Business type	Offer
Cake-ology	Desserts	15% off
Vantage Studios	Printing and design	20% off print 15% off design
Premier Printing	Printing	1,000 6 X 9 inch mailers at 15% off (once per member)
Esthetics By Ana	Esthetics	\$26 shellac manicures (tax already included)
Soul Beauty Boutique	Esthetics	10% off regular price services

Programming Report

Tamara Bodi, Deborah Bowers and Draper Houston

Tamara Bodi and Draper Houston returned as Programming Co-Chairs in 2012/2013. Deborah Bowers joined the CPRS Board in May 2012 and became a member of the Programming Committee in June 2012.

2012-2013 events were well attended and overall feedback was positive. The luncheons continue to be an excellent networking and professional development opportunity for members, non-members and students. Although there was a good amount of regular attendees at each luncheon event, the variation in attendance indicated that the speaker and his or her seniority or area of expertise drew larger audiences. An added note is that evening events targeted at student members were also well attended.

For 2012/13, luncheon fees were raised from our 2011/2102 rates of \$25 for members and \$35 for non-members to \$35 for members and \$55 for non-members. Student fees remained unchanged at \$20.00. This increase was approved by the board in June 2012 to accommodate increased venue and food costs. And the amounts are still under what other similar organizations charge for similar events. There were some initial concerns raised from members regarding this year's cost increase. The President spoke with the individual who brought the concern forward and explained the reasons for the cost increase, noting that the board would pay close attention to how the increase was received going forward. There was no further feedback.

The Hotel Fort Garry continued to be our venue of choice for most events. However, there were ongoing challenges regarding a lack of support to meet our audio/visual needs due to staff turnover at the hotel. Research is being completed into other potential venue options.

The Free Press Café was also used for a couple of mixers and the venue itself was generally well-liked and the related cost was of good value to our membership. Although it should be noted the student event in April was complicated by the news café's lack of an alcohol permit, which CPRS had to secure in advance of the event, and some board members were disappointed with the quality of the food.

Here is a summary of events from September, 2012 to April, 2013:

Wednesday, September 26, 2012

September Mixer at the Free Press Café

A Networking Event for PR and Communications Professionals and Students

Attendance: 44

Wednesday, October 24, 2012

Crisis Communications: Half Day Training Workshop - Communicating in Crisis: Pro Tips

Morning Workshop: Former broadcast journalists Paul White and Glen Cassie (and current Communications Services Manitoba communicators) shared scenarios, plans and strategies in a workshop format.

Luncheon Speaker: Major Mike Legace, Canadian Forces - Crisis, Emergency and Risk Communications

Attendance: 27

Thursday November 29, 2012 (cancelled)

Self-Employment/Business Bootcamp (evening event)

Scheduled speakers included:

- business advisor
- graphic designer
- photographer
- web developer
- communications consultant

The event was cancelled due to lack of interest, however, it is likely that timing of the event (too close to holiday parties and other events happening same evening) were a factor. However, there was enough interest in the concept to look at doing it again at another time of year.

Wednesday, December 12, 2012 from 6:00 pm to 8:00 pm

CPRS Manitoba 2012 Holiday Get Together at Luxalune

IABC members were also invited

Attendance: 35

Wednesday, January 23, 2013

Shopping Goes Social: New Media Meets the Mall

Corey Quintaine, Marketing Director – Kildonan Place

Attendance: 32

Wednesday, February 20, 2013

When Warm & Fuzzy Turns Ruff: The Challenges and Issues of Pet Shelter Communications

Aileen White, Director, Communications & Public Affairs, Winnipeg Humane Society

Attendance: 29

Wednesday, March 20, 2013

From the Trenches: Social Media Ethics & Legalities

Brian Bowman, Partner - Pitblado Law

Attendance: 58

Wednesday, April 17, 2013

Manitoba Communicator of the Year Luncheon

Bill Peters, Manager of Communications with St-Boniface Hospital Research Centre

Attendance: 37

Accreditation Report

Melanie Lee Lockhart, APR

CPRS administers a voluntary accreditation process for its members, which evaluates candidates' work through a real-life work sample and written and oral examinations. All CPRS members in good standing who have been employed in Public Relations for five years and who spend at least half their time on Public Relations activities are eligible to apply.

In 2012, two Manitoba chapter members successfully completed Accreditation; we warmly congratulate Lorne Kletke, APR and Daniel Hurley, APR on their accomplishment. One Manitoba candidate will pursue the Accreditation process in 2013.

CPRS's Accreditation process requires candidates to demonstrate a high level of professional knowledge, strategic thinking, expertise and integrity. Its designation, APR ("Accredited in Public Relations") is recognized both in Canada and abroad, through CPRS's sister organizations including the Public Relations Society of America ("PRSA").

In addition to opening doors to career advancement, the APR provides additional opportunities to get involved with your professional community – and to continue your own learning in the field. CPRS members who hold the APR are invited to become graders for their colleagues' accreditation work, and to serve as judges for the Society's industry awards. These activities provide an ongoing source of professional development: as a grader/judge, the accredited PR practitioner has the opportunity to get an inside look at different communication programs and campaigns being run across the country.

CPRS Manitoba provides study resource material to help prepare candidates for the APR examinations, as well as mentorship from senior communicators to help guide the work sample preparation and exam prep.

Applications for the 2014 APR process, including an overview of the planned work sample project, are due to National Office by December 1, 2013. If you have any questions about CPRS Accreditation or the APR process, please visit the CPRS website at <http://www.cprs.ca/accreditation> and/or contact Melanie Lee Lockhart, APR at mleelockhart@rrc.ca.

In 2012/2013, CPRS Manitoba member Carolyn Rickey, APR, will continue to serve as Accreditation Chair Liaison on the CPRS National Council on Accreditation.

The Public Relations Knowledge Exam

As a pre-cursor to Accreditation, CPRS has introduced The Public Relations Knowledge (PRK) Exam, which allows recent graduates of Public Relations programs and other new entrants to the field to demonstrate their knowledge and readiness to join the profession. There is no minimum amount of experience in the field required to write the exam. For more information, visit <http://www.cprs.ca/education/prk.aspx> and/or contact Melanie Lee Lockhart, APR at mleelockhart@rrc.ca.

Communications Report

Hannah Rose Pratt, Heather Olynick

This past year marked new development for the CPRS Manitoba's website and social media accounts, including a 55% increase in Twitter followers and the implementation of the CPRS Facebook page. Social media allowed for members and PR professionals to engage with the CPRS regarding upcoming events, job opportunities and local communications related news. With a board made up of public relations and communications professionals, CPRS Manitoba's social media networks benefitted from the expertise and voice of each board member. Additionally, these online communities allowed CPRS Manitoba to engage potential and prospect members, specifically students within the Creative Communications & University of Winnipeg Public Relations programs.

The CPRS Manitoba website was re-launched this past year with enhanced security features, marking the beginning of a relationship with local web wizards and marketing aficionados, Metric Marketing.

All of these communications tools allowed CPRS Manitoba to communicate exciting member opportunities and benefits to PR and communications professionals in Manitoba, while remaining at the forefront of digital and social media.

Student Liaison Report

Amy Tuckett, Taylor Rhodes

This year's student event, *Backpack to Briefcase: A Networking Event for Students*, was organized by the Student Liaisons. It consisted of a panel of PR professionals answering questions relating to tips on networking. The speakers were Dwight MacAulay, Chief of Protocol for the Government of Manitoba; Aileen White, Director of Communications at The Winnipeg Humane Society; and Stacia Franz, CPRS Membership Director, Owner of Franz House Communications. The event was attended by both Red River College and U of W students, numbering about 35 attendees.

Door prizes were donated by Vantage, Cre8tive Supplies and the University of Winnipeg. Vantage supplied all the printing to help promote the event (posters varying in size and programs) as well as a 500 business card package. Cre8tive Supplies donated a portfolio and the U of W gave a messenger bag with iPod speakers and a notebook. It was held at the Winnipeg Free Press Café, and student feedback was very positive.

The posts started in December, and by then a third of the school year had passed at U of W and a half at Red River College, leaving little time to learn about CPRS and plan in the role. Taylor has offered to speak to the new group of U of W students in September to encourage earlier applications for the position. Amy has helped advertise this position to first year students at RRC that will major in PR next fall, with the board to select a candidate sometime in May 2013.

The students are often unable to attend most luncheons due to school hours and costs, which reinforces the importance of evening, non-lunch events and the need to find other ways to connect with students. Those students that were able to attend CPRS events were very pleased and say they will continue their memberships and involvement with CPRS.

Manitoba Communicator of the Year Report

Kathryn McBurney, Vice-President and Treasurer

CPRS Manitoba recognized an outstanding communicator in the 6th year of the Manitoba Communicator of the Year Award. Many guests attended, including CPRS National President Richard Truscott, to honour Bill Peters, Manager of Communications with St-Boniface Hospital Research Centre, as the 2013 recipient.

All at the event learned how Bill built awareness for the Canadian Centre for Agri-Food Research in Health and Medicine (CCARM) by using only \$4 worth of beans and a lot of creativity! Bill and his team came up with “Consider the Bean” – the creation of a portrait of Rowan Atkinson’s TV character “Mr. Bean” – out of thousands of beans. The concept leveraged local, national, and international exposure for CCARM and ended up posted on Mr. Bean’s Facebook page gaining more than 8,000 “likes” and 75,000 views.

In addition to his award, Bill received a \$500 donation from CPRS Manitoba to give to a charity of his choice, which he provided to St-Boniface Hospital Foundation.

Thank you to our lead sponsors, Marketwired, who again provided a \$2,000 sponsorship to make this event possible. We are also grateful to the print sponsorship from Premiere Printing. Thank you to the judges who helped in advance and participated in the event.

2013 MCOY Expenses & Revenue

Revenue	Marketwired Sponsorship	\$2,000.00
	Luncheon registration fees	\$1,965.00
		<hr/>
		\$3,965.00
Expenses	Fort Garry Hotel	-\$2,931.98
	St. Boniface Hospital Foundation Donation	-\$500.00
	Judges gifts	-\$75.00
	Frame	-\$30.00
		<hr/>
		-\$3,536.98
		<hr/> <hr/>
	Net Revenue	\$428.02

**CPRS Manitoba Chapter,
Financial Summary**

May 1, 2012 – April 30, 2013

Opening balance (as at May 1, 2012):	\$ 31,506.45
REVENUE:	
Luncheon/mixer registration fees	\$ 7,795.00
2013 MCOY luncheon registration fees	\$ 1,965.00
Membership Dues	\$ 3,721.59
IABC (portion of holiday party)	\$ 186.72
Interest	\$ 2.53
National member dues (in error)	\$ 333.00
Total Revenue:	\$ 14,003.84
EXPENSES:	
Luncheons / mixer venues (Fort Garry/ Free Press Cafe)	-\$ 4,945.21
Holiday party	-\$ 656.73
National member dues (error correction)	-\$ 333.00
2012 AGM	-\$ 784.93
2012 President expenses (national conference)	-\$ 1,500.00
2013 President expenses (national conference)	-\$ 1,500.00
2012 student event	-\$ 812.00
2013 student event	-\$ 378.76
Website upgrades/fixes	-\$ 2,523.51
Marketing materials	-\$ 728.64
Board Insurance	-\$ 715.83
Global Merchant Fees	-\$ 955.38
Cvent Fees	-\$ 1,981.42
NSF payments	-\$ 105.00
PO Box	-\$ 180.60
Student Awards	-\$ 500.00
Luncheon speaker gifts	-\$ 75.00
Incidental expenses (sympathy flowers, framing, etc.)	-\$ 200.31
Transaction fees	-\$ 13.00
Total Expenses:	-\$ 18,889.32
Bank Statement Balance (as at April 25, 2013):	\$ 26,620.97

ACCOUNTS RECEIVABLE	
2013 MCOY Sponsorship (Marketwired)	\$ 2,000.00
Total Accounts receivable	<u>\$ 2,000.00</u>
NET REVENUE 2012-2013	<u>\$ 16,003.84</u>
ACCOUNTS PAYABLE	
Metric Marketing (web support)	-\$ 65.63
Fort Garry Hotel (2013 MCOY luncheon)	-\$ 2,931.98
MCOY frame	-\$ 30.00
St. Boniface Hospital Foundation donation	-\$ 500.00
MCOY Judges gifts	-\$ 75.00
Student Event 2013 panel gifts	-\$ 75.00
Student Awards	-\$ 500.00
Total Accounts payable	<u>-\$ 4,177.61</u>
NET EXPENSES 2012-2013	<u>-\$ 23,066.93</u>
NET INCOME 2012-2013	<u>-\$ 7,063.09</u>

2013-2014 Slate of Candidates Elected positions

President - Jason Permanand (two-year term to end spring 2014)

Past President - Siobhan Kari (two-year term to end spring 2014)

Vice-President – Tamara Bodi (two-year term to end spring 2014)

Treasurer - Lorne Kletke, APR

Secretary - Meryl Kaye De Leon

Accreditation - Melanie Lee Lockhart, APR

Membership - Julie Kentner, Deborah Bowers

Communications - Heather Olynick, Hannah Rose Pratt, Amy Tuckett

Programming - Draper Houston, Taylor Rhodes, Alana Odegard, Heather Daymond, Janine Harasymchuk

The positions of President, Vice-President and Past President are all two-year terms; as they are halfway through their terms they are not up for election at the upcoming AGM. All other positions are one-year terms and therefore up for election.