



Canadian Public
Relations Society

Manitoba Society

Annual Report 2013/2014

Annual General Meeting

May 22, 2014

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

11:45 Registration

12:00 Greetings, introductions & lunch

12:15 AGM

01:00 Adjournment

AGM Agenda

1. Call to order
2. Approval of the minutes of the 2012/2013 CPRS MB Annual General Meeting
3. Approval of the financial statements for the year ending April 30, 2014
4. Approval of proposed changes to the by-laws

RESOLUTION: PROPOSED CHANGES TO BY-LAWS

The proposed changes to the by-laws of the Canadian Public Relations Society (Manitoba) are intended to strengthen the governance and overall effectiveness of the organization as well as to align the governance provisions with those of the national Canadian Public Relations Society, Inc.

THEREFORE, BE IT RESOLVED THAT:

The by-laws of the Canadian Public Relations Society (Manitoba) substantially in the form delivered to the membership at this Annual General Meeting be adopted and approved for all purposes, and will be effective on the date of such approval.

5. Approval of reports of the Board of Directors
6. Elections of the 2014/2015 Board of Directors (see slate on last page)
7. Other business that may come before the meeting
8. Adjournment

Minutes of the CPRS Manitoba Annual General Meeting

May 15, 2013 - Hotel Fort Garry, Winnipeg

11:45 am Registration
12:00 pm Greetings, introductions & lunch
12:30 pm AGM

1. Call to order

The AGM was called to order at 12:30 pm. A quorum was in attendance.

2. Approval of the Minutes from 2012 AGM

Motion to approve the 2011/2012 AGM minutes: Melanie Lee Lockhart, APR

Seconded: Siobhan Kari

Motion carried

3. Reports of the Board of Directors

The president made remarks on the past year, thanked board members for their dedication and expertise, and presented summaries from all committees regarding 2012/2013 events, initiatives and news.

Motion to approve the 2012/2013 Reports of the Board of Directors: Hannah Rose Pratt

Seconded: Julie Kentner

Motion carried

4. Financial statements for the year ending April 30, 2013

The financial statements were presented by the president.

Motion to approve the financial statements: Breanne Talbot

Seconded: Stacia Franz

Motion carried

4. Elections

Motion to approve the slate as presented: Hannah Rose Pratt

Seconded: Tamara Bodi

Motion carried

5. Other Business

The president reminded attendees about the National CPRS conference in Gatineau/Ottawa in June.

The president mentioned a CPRS Manitoba Board of Directors gathering and strategic planning session will be held in June (date TBD). The event will include current and future board members.

6. Adjournment

Motion to adjourn the AGM: Draper Houston

Seconded: Melanie Lee Lockhart, APR

Motion carried

The AGM was adjourned at 12:45 pm.

2013/2014 Annual Report

Canadian Public Relations Society, Manitoba Chapter

President's Report

Jason Permanand

Our goal for the year was similar to years previous: to demonstrate 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 2013, one Manitoba chapter member successfully completed accreditation. We congratulate David Hultin, APR on his significant 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.

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. In 2013, CPRS Manitoba members (and board members) Heather Olynick and Hannah Rose Pratt were Manitoba's first successful candidates in the PRK and congratulations are in order!

Our chapter ran informative 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 seventh Manitoba Communicator of the Year Award to Jason Syvixay of the Downtown Winnipeg BIZ 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.

This past year we further developed CPRS Manitoba's website and online presence in the social media sphere, picking up new Facebook and Twitter followers and creating a presence on LinkedIn. Social media allowed for members and PR professionals to engage with the CPRS regarding upcoming events, job opportunities and local communications-related news.

We annually provide a \$500 scholarship to the top PR students at Red River College and the University of Winnipeg, and are pleased to have awarded the talented Meghan Franklin from Red River College with an award this year. A University of Winnipeg scholarship will be awarded at the conclusion of its school year, later this fall. 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. Student liaisons Denise Lazic and Kailey Barron ran a great student-focused panel event that no doubt helped many in attendance better know what their future career in public relations holds.

We undertook a review and revision of our by-laws and regulations this year, in an effort to strengthen the governance and overall effectiveness of the organization as well as to align the governance provisions with those of the national Canadian Public Relations Society. At last year's national annual general meeting many changes were made to the national by-laws, and our revisions reflect them. We also proposed changes that encourage the board to operate more effectively, better serving our membership and in an open, transparent, and ethical fashion.

The volunteer board should be proud of what it delivered for CPRS Manitoba members, and we aim to keep building on these accomplishments in the years to follow.

We are excited to have recently added a new position to the board, to develop a mentorship program for our members. Planning is in the very early stages but we aim to have the program up and running in the next fiscal year. If you have any feedback or ideas about our mentorship program, please let us know.

Another initiative we aim to tackle this coming year is to become incorporated. A not-for-profit corporation has a legal status separate and distinct from its members. Members may come and go, but the corporation continues until it is dissolved or wound up. Incorporation will allow CPRS Manitoba to enter into contracts, rather than placing the entire liability and responsibility of a contract on any one individual, facilitate ongoing operations and decision-making, and perhaps increase our credibility with the government, funders, and the public. In addition, it is one of the strategic goals of the National Society that each local Society be organized as a legally compliant not-for-profit corporation governed by best practices; the CPRS Manitoba board aims to achieve this status in the coming year.

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

President

Jason Permanand
Canadian Cancer Society

Past President

Siobhan Kari
University of Manitoba

Vice-President

Tamara Bodi
McKim Communications Group

Treasurer

Lorne Kletke, APR
Manitoba Liquor & Lotteries

Secretary

Meryl Kaye de Leon
Winnipeg Construction Association

Accreditation

Melanie Lee Lockhart, APR
Red River College

Membership

Julie Kentner
Province of Manitoba

Deborah Bowers
Folklorama

Mentorship

Steve West
City of Winnipeg

Communications

Hannah Rose Pratt
University of Manitoba

Heather Olynick
St-Boniface Hospital Foundation

Kevan Hannah
Government of Manitoba

Programming

Alana Odegard
The Winnipeg Chamber of Commerce

Draper Houston
Canadian Association of Agri-Retailers

Janine Harasymchuk
University of Manitoba

Taylor Rhodes

Student Liaisons

Kailey Barron
Creative Communications
Red River College

Denise Lazic
University of Winnipeg

Programming Report

Janine Harasymchuk, Alana Odegard, Taylor Rhodes, Draper Houston

Networking and professional development continues to be one of the key ways members find value in their CPRS memberships.

CPRS programming for 2013/2014 saw an eight per cent rise in attendance over the 2012/13 season of programming. This year, 322 people attended eight events compared to the previous year's 297 people at eight events. The events with the highest attendance were the media panel in November and Manitoba Communicator of the Year luncheon in April. Networking events such as the new Spring Student Mixer, the Fall Kick-Off Mixer and the Holiday Mixer (jointly with IABC) were well-received by members and non-members.

Nationally, webinars on a number of topics relevant to PR practitioners were made available free to members. Also, the national conference in Gatineau, Quebec featured a combination of keynote speakers and workshops to support professional development in the field of public relations, as well as a networking opportunity with some of the top public relations practitioners from across Canada.

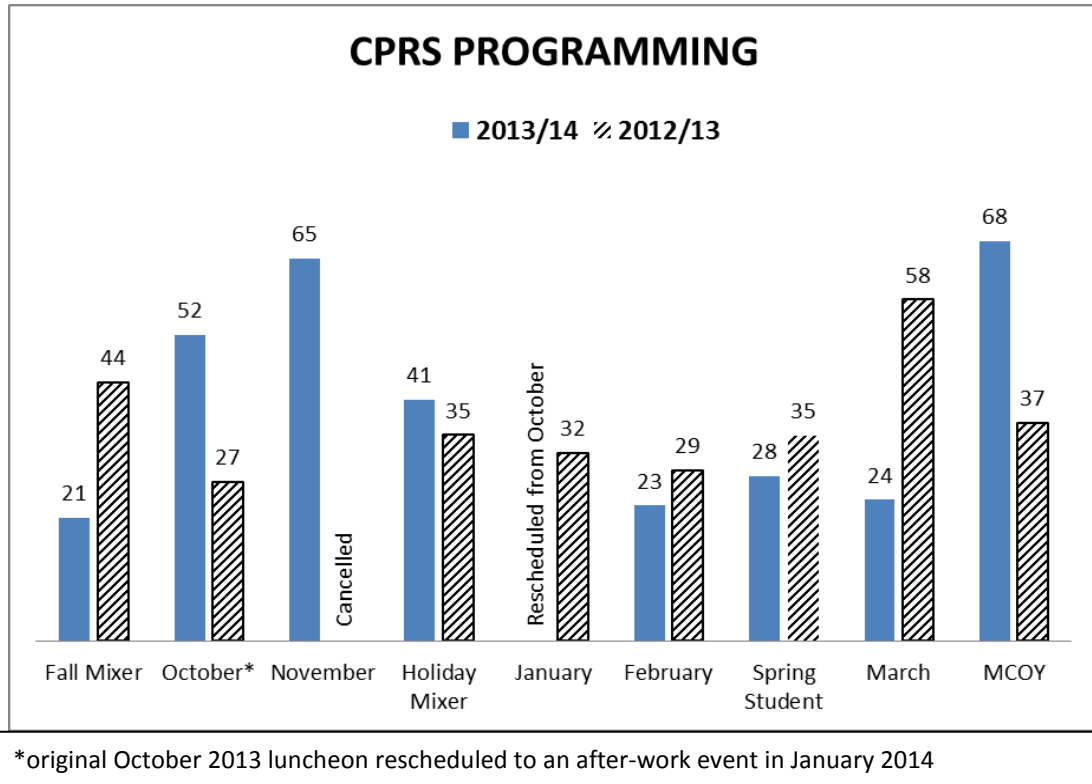
The venue location generously donated by the United Way for a rescheduled speaker in January provided the opportunity to explore an after-work seminar at a new location.

The board had early on discussed a full or half day mini-conference that did not come to fruition this year due to timing and other considerations, but will be considered for 2014/2015.

Breakdown of programming seminar topics and speakers:

- October (rescheduled to January) – PR Horror Stories, Shirley Muir (The PRHouse, a division of The Mediabank)
- November – Changing Media Landscape Panel: Richard Cloutier (CJOB), Nicole Dubé (CTV), Signy Gerrard (Downtown Winnipeg BIZ), John Douglas (Douglas Communications Group), moderated by Adam Dooley (Dooley Communications)
- February – Non-Profit Fundraising, Mary Beth Taylor (The Creaddo Group)
- March – Working Together: Interpersonal Skills for Life, Pat Hirst (Touchstone Resources)

- March – The Sector Selector Student Event, Deborah Bowers (Folkorama), Tracey Shelton (Richardson International), Colin Loughheed (103.1 Virgin Radio), Adam Dooley (Dooley Communications), and Debbie MacKenzie (Communications Services Manitoba).
- April – MCOY recipient and speaker - Jason Syvixay (Downtown Winnipeg BIZ)



Membership Report

Julie Kentner and Deborah Bowers

CPRS Manitoba continues to maintain a solid membership. As of April 30, 2014, 64 full members in good standing from a number of professional sectors were registered with CPRS Manitoba – up five members from the 59 members from the previous year.

In addition, there were 39 current student members in good standing, down from 50 student members last year. Despite the decline in student membership numbers, students were quite engaged in CPRS Manitoba activities. 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. Four new members joined CPRS Manitoba between March 1 and March 31, 2014, and CPRS Manitoba had the second-highest rate of increase (6.3%) amongst chapters across the country, second only to CPRS Newfoundland.

In April 2014, the decision was made and approved by the board to discontinue the member benefit card, due to lack of use by CPRS Manitoba members. CPRS Manitoba will continue to listen to members' feedback and search for ways to provide even more value to membership.

Accreditation Report

Melanie Lee Lockhart, APR

In 2013, one of our Manitoba chapter colleagues, **David Hultin, APR**, successfully completed accreditation; we warmly congratulate him on this significant accomplishment. One Manitoba candidate is pursuing CPRS Accreditation in 2014.

CPRS Manitoba's accredited members are:

Terry Aseltine, APR, FCPRS

Lorne Kletke, APR

Brenda J. Bazylewski, APR

Melanie Lee Lockhart, APR

Robert H. Drain, APR, FCPRS(H), LM

T. Kent Morgan, APR, LM

Brian Garagan, APR

Warren Preece, APR

David Hultin, APR

Carl Radimer, APR, FCPRS(H), LM

Marlene Klassen, APR

Carolyn Rickey, APR

Estelle Sures, APR, LM

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.

CPRS Manitoba member **Carolyn Rickey, APR** is completing her term as Accreditation Chair Liaison on the CPRS National Council on Accreditation in the coming program year, after 15 years supporting CPRS accreditation through that role and as a grader, regional examiner and accreditation liaison. She points out that accreditation is more than writing an exam. "Once you are through, it is helping others succeed in all sorts of capacities... mentor, grader, examiner, etc.," she says. We thank Carolyn for her years of service supporting our colleagues.

Applications for the 2015 APR process, including an overview of the planned work sample project, are due to National Office by December 1, 2014. 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.

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. In 2013, CPRS Manitoba members **Heather Olynick** and **Hannah Rose Pratt** were Manitoba's first successful candidates in the PRK – congratulations!

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

Heather Olynick, Hannah Rose Pratt, Kevan Hannah

The 2013/2014 year was a period of continued growth for CPRS Manitoba's communications team. Our existing social media accounts saw an increase in audience engagement, including a strong increase in Twitter followers, and nearly 200 people joining our new Facebook page. We continued to maintain a consistent presence on these channels, providing relevant industry information and facilitating conversations to strengthen the chapter's credibility as a resource for public relations professionals.

Noticing that many of our members are active LinkedIn users, we launched a CPRS Manitoba LinkedIn page in the fall of 2013 to expand our reach and continue to provide information on professional development events, networking opportunities, awards, and accreditation.

In addition to regular communication with our members, communications also assisted with the promotion of CPRS Manitoba activities and helped the membership team and CPRS National with promotion for Membership Month and the ASCEND 2014 conference, respectively.

MTS has, for years now, provided CPRS Manitoba with in-kind sponsorship for web-hosting services. MTS has indicated the sponsorship will not be renewed for 2014/2015. We are grateful to MTS for their partnership last year and in years previous.

Student Liaison Report

Kailey Barron, Denise Lazic

Student liaisons were responsible for connecting with PR students in Manitoba and connecting them to CPRS Manitoba. They were responsible for organizing *The Sector Selector Student Event*. It consisted of a panel of five public relations professionals, who answered questions related to the differences between the various sectors of public relations in Manitoba. Panelists included Deborah Bowers of Folkorama (representing non-profits), Tracey Shelton of Richardson International (representing corporate), Colin Loughheed of 103.1 Virgin Radio (representing promotions), Adam Dooley of Dooley Communications (representing consulting), and Debbie MacKenzie of Communications Services Manitoba (representing government).

Twenty-eight students from Red River College and The University of Winnipeg attended the event. Dooley Communications donated an e-reader as a door prize, and Cake-ology, Stella's

Café and Bakery, Subway, and Cre8tive Supplies donated merchandise as a prize pack for the social media contest. The social media contest asked students to submit questions for the panelists ahead of time on the Facebook event page. Each student who submitted a question was entered to win the prize pack, and we asked the questions that students had submitted at the panel event.

The feedback we received from both students and panelists was very positive, and was especially supportive of using the social media contest to engage students prior to the event.

The CPRS Manitoba board will continue to try and find ways to engage students, who cannot normally attend regular luncheon events. The Red River College liaison post began in May, while the U of W liaison post began in October, as per the program start dates for each institute.

Manitoba Communicator of the Year Report

Tamara Bodi, Vice-President

In April at a luncheon gala, CPRS Manitoba was pleased to recognize Jason Syvixay of Downtown Winnipeg BIZ as the 2014 Manitoba Communicator of the Year.

At the seventh annual event at the Fort Garry Hotel, guests learned how Mr. Syvixay helped revitalize the BIZ's Change for the Better program by spearheading the CEO Sleepout event, a fundraising campaign that has raised more than \$400,000 for homeless employment programs. He also negotiated with Canada Post to turn a Canada Day Living Flag photo-op into an official stamp. And since coming to the BIZ in 2011, Syvixay had increased the BIZ's earned media coverage by 342 per cent.

In addition to his award, Mr. Syvixay received a \$500 donation from CPRS Manitoba to give to a charity or charities of his choice, which he provided to the West Central Women's Resource Centre and the North Point Douglas Women's Centre.

Special thanks were given to our lead sponsor, Marketwired, and representative Clare Chisamore, for once making the event possible with a \$2,000 sponsorship. We are also grateful to print sponsor Premier Printing for event printing services. CPRS Manitoba thanks jury members Carl Radimer, APR, FCPRS(H), LM, Terry Aseltine, APR, FCPRS, and Maureen Fitzhenry and congratulates all nominees. MCOY continues to bring out the Manitoba PR community and expose new people to CPRS.

Treasurer's Report

Lorne Kletke, APR

For the year ended April 30, 2014

Opening balance (as at April 26, 2013):	\$ 26,620.97
REVENUE	
2013 MCOY registrations (late processed)	\$ 180.00
2013 MCOY Sponsorship (Marketwired)	\$ 2,000.00
2014 MCOY registrations	\$ 2,315.00
Luncheon/mixer registrations	\$ 8,460.00
Membership Dues	\$ 3,014.12
IABC Winter Mixer contribution	\$ 191.73
Interest	\$ 2.55
Revenue:	\$ 16,163.40
EXPENSES	
Luncheon Venues	\$ 5,634.87
Fall & Winter Mixers	\$ 1,125.27
2013 AGM	\$ 50.69
2013 MCOY venue	\$ 2,931.98
2013 MCOY Winner Donation	\$ 500.00
2013 Student Award	\$ 500.00
2014 Student Award	\$ 500.00
2014 MCOY Award	\$ 500.00
Website	\$ 426.57
Marketing materials	\$ 562.07
Board Insurance	\$ 722.52
Global Merchant Fees	\$ 913.65
Cvent Fees	\$ 1,581.65
PO Box	\$ 180.60
Speaker gifts	\$ 314.29
Incidentals	\$ 150.03
Bank transaction fees	\$ 6.00

Expenses:	\$ 16,600.19
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Closing Balance (as at April 30, 2014):	\$ 26,184.18
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ACCOUNTS RECEIVABLE

2014 MCOY Sponsorship (Marketwired)	\$ 2,000.00
2014 MCOY registrations	\$ 885.00
2014 Luncheon invoices	\$ 250.00
Membership Dues	\$ 879.25

Total Accounts receivable	\$ 4,014.25
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NET REVENUE 2013/14	\$ 20,177.65
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ACCOUNTS PAYABLE

Speaker gifts	\$ 42.36
2014 Student Event	\$ 659.78
2014 MCOY Venue	\$ 3,091.27
Luncheon Venues	\$ 1,075.14

Total Accounts payable	\$ 4,868.55
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NET EXPENSES 2013/14	\$ 21,468.74
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*Net Income 2013/14	-\$ 1,291.09
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Note to finances

In keeping with financial reporting conducted in recent years, the in-kind sponsorship received from MTS for web hosting was not captured in this year's financial statement. MTS has indicated the sponsorship will not be renewed for 2014/15. This will result in an additional annual expense of approximately \$580 beginning in the next fiscal year.

2014-2015 Slate of Candidates Elected positions

President – Tamara Bodi (two-year term to end spring 2016)

Past President – Jason Permanand (two-year term to end spring 2016)

Vice-President – Vacant

Treasurer - Lorne Kletke, APR

Secretary – Julie Kentner

Accreditation - Melanie Lee Lockhart, APR

Membership – Heather Olynick

Mentorship – Steve West

Communications – Kailey Barron, Emily Doer

Programming – Hannah Rose Pratt, Alana Odegard, Denise Lazic

The positions of president, vice-president and past president are all two-year terms. All other positions are one-year terms. All positions are up for election.