



**Canadian Public
Relations Society**

Manitoba Society

Annual Report 2014/2015

Annual General Meeting

Monday, May 25, 2015

Manitoba Liquor & Lotteries 830 Empress Street

5:00 p.m. Registration

5:30 p.m. AGM

6:15 p.m. Adjournment

Agenda

- 1) Call to order
- 2) Approval of the Minutes of the 2014/2015 AGM
- 3) Approval of the financial statements for the year ending April 30, 2015
- 4) Approval of proposed changes to the By-laws, as per the following:

Article V, Section 3 – MAXIMUM TERM OF OFFICE

Proposal: Remove this section from the by-laws. Members elect board candidates each year, and there may be instances where it is appropriate for someone to serve longer than the terms outlined. A proper nomination and election process is already in place to ensure that those serving the board are appropriate for their respective roles.

Article VII, Section 8 – NOTICE OF ANNUAL GENERAL MEETING

Proposal: Remove reference to voting proxy form, because it is covered in article VIII, Section 5 where it fits in more properly with the election timeline.

THEREFORE, BE IT RESOLVED THAT: The proposed changes to the By-laws of the Canadian Public Relations Society (Manitoba) Inc. 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 Board of Directors
- 6) Elections of the 2015/2016 Board of Directors (see slate below)
- 7) Other business that may come before the meeting
- 8) Adjournment

Minutes of the CPRS Manitoba 2013/2014 Annual General Meeting

Thursday, May 22, 2014

The Fort Garry Hotel

Attendees: Steve West, Kailey Barron, Alana Odegard, Jason Permanand, Tamara Bodi, Adam Dooley, Estelle Sures, Bob Drain, Emily Doer, Carolyn Rickey, Terry Aseltine, Heather Olynik, Warren Preece, Melanie Lee Lockhart, Amy Tuckett, Bill Peters, Hannah Pratt, Lorne Kletke, Janine Harasmychuk

1. Call to order at 12:30 p.m.

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

2. Approval of the minutes of the 2012/2013 CPRS MB Annual General Meeting

Motion to approve: Carolyn Rickey

Seconded: Hannah Pratt

Motion carried.

3. Approval of the audited financial statements for the year ending April 30, 2014.

The financial statements were presented by the treasurer (Lorne Kletke).

Discussion: Adam Dooley: CNW had sponsored CPRS Manitoba in the past – will they continue? They are now working with the national organization to develop a single sponsorship nation-wide.

Motion to approve: Adam Dooley

Seconded: Steve West

Motion carried.

4. Approval of proposed changes to the by-laws.

Revisions were made to strengthen governance, and align with recent changes made to the national by-laws. The president reviewed the changes with attendees to explain the reasons behind the changes.

Discussion: Carolyn Rickey: Will we allow voting/notification of meetings by e-mail?

ACTION: This is something to discuss further by the board and to check at the national level.

Adam Dooley: He is concerned we are giving up our ability at the local level to define membership categories. The president noted the local society will still have the ability to set local categories to meet local needs, but this can be done through the regulations.

Motion to approve: Tamara Bodi

Seconded: Melanie Lee Lockhart

Motion carried.

5. Approval of reports of the Board of Directors

Discussion: The president made remarks on the past year, thanked board members for their dedication and expertise and presented summaries from all committees regarding 2013/2014 events, initiatives and news. He also expressed thanks to Carolyn Rickey for her 15 years of service at the national

accreditation in public relations level. Congratulations were also extended to Hannah Pratt and Heather Olynick on passing the PRK exam, and to David Hultin for achieving his APR designation.

Motion to approve: Hannah Pratt

Seconded: Carolyn Rickey

Motion carried.

6. Elections of the 2014/2015 Board of Directors (see slate on last page)

Motion to approve the slate as presented: Adam Dooley

Seconded: Carolyn Rickey

Motion carried.

7. Other business

The president noted the national conference begins on Sunday. Adam Dooley noted that there had been talk about Manitoba hosting the national conference.

ACTION: The board will look into this. Adam Dooley noted he would be willing to serve on a committee. Steve West noted the out-going president has done a great job and has served us well.

8. Adjournment at 1:07 p.m.

Motion to adjourn: Jason Permanand

Seconded: Steve West

Motion carried.

President's Report

Tamara Bodi

It was my pleasure to serve my first year as President of the board of directors of CPRS Manitoba. My first order of business took place just a few days after our AGM, when I flew to Banff to meet for a day as part of the CPRS President's Council to learn more about CPRS National incentives and programs for prospective and current members. There, I also discovered the similarities and differences expressed by each chapter president as to how their respective boards are structured, and their respective successes and challenges. I also learned more about the various mentorship programs, e-vite services, and events throughout the conference.

Much of this I brought back to the CPRS Manitoba board at our annual June Planning Meeting, which last year was held June 16, 2014 at McKim Communications Group. I am pleased to say that many of the challenges and objectives our board identified at that meeting moved forward in this fiscal year in a positive, progressive manner.

One of those items was a need to explore new venues for our professional development events. Not only did we find and experience two good and cost-effective alternatives, we learned from our membership and guests that they appreciated the change and the free parking. Special thanks go to Student Liaison Kristin Cuma for her invaluable research on venues last summer.

We also set out to research and explore a more user-friendly and lower cost e-vite service, and have found one with **EventBrite**. Lorne Kletke, our Treasurer, provided us with a cost and service overview, which helped us come to a decision that we would not renew our contracts with Cvent and the associated payment processor, Global Payments, effective June 29, 2015 and May 28, 2015 respectively. We look forward to transitioning to EventBrite in July 2015, and offering a more user-friendly experience for our contacts, guests, and board members.

Also coming out of the President's Council and the CPRS Banff Conference was much trepidation about the **Canada Anti-Spam Legislation**, which came into effect in early July 2014. With the assistance and patience of Lorianne Weston, CPRS's Director, Accreditation and Education, and the work of CPRS Manitoba Membership Chair Heather Olynick, our chapter was able to issue CASL notices and update our database accordingly so we could be in compliance and on time.

Another initiative we agreed to tackle in 2014-15 was to become incorporated, and we are proud to have done so. It was 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. Why become incorporated? A not-for-profit corporation has a legal status separate and distinct from its members. Members come and go, but the corporation continues until it is dissolved or wound up. Incorporation allows CPRS Manitoba to enter into contracts rather than placing the entire liability and responsibility of a contract on any one individual. Incorporation can facilitate ongoing operations and decision making,

and it may help to increase credibility with government, funders and the public. With the work of Secretary Julie Kentner, Treasurer Mr. Kletke and myself, on March 18, 2015, the organization was officially incorporated as **Canadian Public Relations Society (Manitoba) Inc.** and was granted a business number.

Local Society member Deborah Bowers was successful in obtaining her **APR** this year, a momentous achievement, and one that has led to her agreeing to be the chapter's new Accreditation Chair, taking over for long-time Chair **Melanie Lee Lockhart, APR.**

Speaking of Ms. Lockhart we are extremely thankful for her many years of service on the CPRS Manitoba board; her dedication to her craft as an instructor at Red River College and the resulting ties and insights she continually brought to our organization; her expertise on board governance, which was instrumental in updating our by-laws; and her ongoing commitment to CPRS.

We look forward to Ms. Bowers stepping into her new role, and Ms. Lockhart as an eternal partner of CPRS Manitoba. Congratulations to both for representing CPRS Manitoba with the highest level of professionalism and expertise.

The board experienced some turnover on the Programming Committee, with all the co-chairs that came out of our last AGM ultimately having to step down. We also went the entire year with the Vice-President's role vacant. Despite these challenges, I am delighted to note that not only did we achieve many of our goals this year, we gained two excellent board members and Professional Development co-chairs, and successfully hosted four PD events, three mixers, two after-work gatherings, a more comprehensive annual Manitoba Communicator of the Year Award (MCOY) event, and are about to host our first-ever PD event in Brandon.

At MCOY, we were thrilled to present long-time member **Terry Aseltine, APR, FCPRS** with a **CPRS Life member designation.** At the gala luncheon, we also presented Ms. Bowers with her accreditation certificate and pin, and Creative Communications CPRS Scholarship recipient **Rose Regier** with a certificate. Further, we look forward to striking a MCOY committee that will meet in early fall to review the award processes, review the goals of the award, streamline processes, build the Society's profile in the industry, and to possibly expand the event further.

Our new after-work gatherings – called **Brews 'N PR News** – were held in early spring at the Kings Head Pub. Ms. Kentner brought the idea to the board and we quickly adopted them as a means for practitioners and students to gather after work and studies to unwind, network and chat about industry news. We plan to organize more of these free and informal meet-ups next fiscal.

Looking ahead to June we will host, to our knowledge, the first-ever CPRS Manitoba professional development event in **Brandon, Manitoba.** We are extremely thankful that Ms. Kentner, her manager, and Communications Services Manitoba colleagues Paul White and Glen Cassie, are willing and able to make this important event happen. Special thanks also go to Allison Collins of the City of Brandon for her

assistance in planning the event jointly with Ms. Kentner. CPRS Manitoba is proud to foster the interests of PR practitioners in Manitoba, and we look forward to building our relationships in the region.

Despite the usability challenges of Cvent, our current e-vite service and database, **Communications Co-Chair Kailey Barron** expertly navigated the system to help us promote events and other important notices. Unfortunately, our social media and web co-chair was unable to undertake many of her tasks due to work commitments, but Jaclyn Leskiw and myself were able to partner to deliver communications, and to our surprise, our Facebook and Twitter audiences grew by 21 and 20 per cent respectively. Our much newer LinkedIn following also grew by 83 per cent.

Heather Olynick, our **Membership Chair**, rolled out National's March Membership month at the Manitoba level, but we were unable to attract any new members despite added incentives such as major prizes offered by CPRS. However, we were successful in attracting new members before and after the March promotion. I look forward to our next fiscal, where Mr. Kletke has offered to support Ms. Olynick by investigating strategies aimed at growing and retaining membership

As an overall note, with the exception of CPRS Hamilton, all CPRS chapters are experiencing decreases in membership as well challenges in retaining current members. I look forward to the President's Council meeting in Montreal on May 30 where National and all chapters will be discussing the CPRS Strategic Plan 2015-2018. I will be bringing key takeaways from this meeting to the board, where at our June Planning Meeting we will discuss objectives and approaches.

Every year, we are excited to have two **student liaisons** join the board of directors. The PR students act as liaisons between their classmates, programs and institutions – the University of Winnipeg and Red River College – and CPRS Manitoba, and provide insight into how we can better serve our student membership. This year, students **Kristin Cuma** and **Arpita Goala** planned, promoted and hosted an event designed to inform students about entering the workforce. Three speakers participated and students who attended walked away with a better understanding of what to expect after they graduate.

CPRS Manitoba annually provides a **\$500 scholarship** to the top PR student at Red River College and the top PR student at the University of Winnipeg. In fall 2014, U of W student **Sarah E. Pruys** was presented with the award at convocation, and as noted above, the CreComm award went to Rose Regier. A notable distinction clarified by the board this year is offering the CreComm scholarship award to CPRS Manitoba student members only. This item was clarified in the Regulations and is part of a deliberate and gradual shift this fiscal to better align our offerings with the CPRS Manitoba brand, and to ultimately better serve and celebrate our membership. I look forward to moving forward with more initiatives in the coming year.

Financially, we have been working hard to recognize unnecessary expenditures and reduce costs without compromising value to members. This year we kept event fees and MCOY tickets the same as the previous year. And I'm pleased to say our expenses are at a five-year low.

We were also extremely pleased at the level of interest in new candidates joining the board, as well as the number of board members who identified their intentions to remain. The nominating committee, which this year is comprised of Past President Jason Permanand, Secretary Ms. Kentner and myself, carefully matched board roles with interests – there is no doubt we have an exciting year ahead with our diverse, talented and expanded board.

Lastly, I wish to recognize Mr. Permanand, who has given me countless nuggets of wisdom, who is one of the most patient and good-humoured colleagues I have ever experienced, whose memory for detail astounds me on a weekly basis, and who is an extremely dedicated advocate and steward of CPRS and CPRS Manitoba. Thank you, Jason.

My first year as president has been hard work yet rewarding. Leading such a varied board is enjoyable, and has helped me develop skills that translate into my day-to-day work. We have a great team; I'm confident we can do even more valuable work for you, the membership, in the coming year.

CPRS Manitoba gratefully thanks Red River College for providing our board meeting space for entire year – again. And we also gratefully thank Manitoba Liquor & Lotteries for donating our AGM venue. And one final but essential thank you – Marketwired and Premier Printing for again sponsoring MCOY.

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

President

Tamara Bodi
*McKim Communications
Group*

Past President

Jason Permanand
*Health Sciences Centre
Foundation*

Treasurer

Lorne Kletke, APR
*Manitoba Liquor &
Lotteries*

Secretary

Julie Kentner
The Province of Manitoba

Accreditation

Melanie Lee Lockhart, APR
Red River College

Membership

Heather Olynick
*The St-Boniface Hospital
Foundation*

Mentorship

Steve West
The City of Winnipeg

Deborah Bowers, APR
Folklorama

Communications

Kailey Barron
The City of Winnipeg

Emily Doer
Manitoba Nurses Union

Programming

Jason Small
*The Canadian Red Cross
(Manitoba)*

Jaclyn Leskiw
Folklorama

Alana Odegard
*The Winnipeg Chamber of
Commerce*

Hannah-Rose Pratt
*The Winnipeg Blue
Bombers*

Denise Lazic
The University of Winnipeg

Student Liaisons

Kristin Cuma
Red River College

Arpita Goala
The University of Winnipeg

Secretary's Report

Julie Kentner, Secretary

At the recommendation of the National organization as a means to establish CPRS Manitoba as a company and a legitimate and financially sound organization, CPRS Manitoba pursued incorporation through The Companies Office in Manitoba.

On March 18, 2015, the organization was officially incorporated as **Canadian Public Relations Society (Manitoba) Inc.** and was granted a business number. (See President's report for more on this endeavor)

Programming Report

Jason Small, Jaclyn Leskiw

The Professional Development committee saw some turnover in 2014-15. Jason Small joined the committee in February 2015 and shortly thereafter took the role of committee chair. Jaclyn Leskiw joined the board and Programming committee in March. Alana Odegard, Hannah Rose Pratt and Denise Lazic each stepped down from the board.

The work of the board was supplemented by Red River College and Creative Communications student Kristin Cuma, who in addition to her role as CPRS Manitoba Student Liaison, researched, booked and confirmed the venues for many of our events. We are grateful Kristin took on this additional role.

The fiscal year started in September with the successful annual Fall Mixer held at the Winnipeg Free Press Cafe. The year's other mixer was the Holiday Party in December at the King's Head Pub, held jointly with IABC Manitoba and the Winnipeg Advertising Association.

CPRS Manitoba had been hosting the majority of our events at the Hotel Fort Garry for several years. While our membership was mostly satisfied with the venue and service, the board felt it was time to explore other central locations to see if we could find an equivalent venue at a comparable price, at a location with more accommodating parking options, and to provide our guests with a new experience. Ms. Cuma spent the summer researching venues and presented them to the board, which selected two options: The Norwood Hotel and The Winnipeg Winter Club.

Our October and November luncheons were held at the Norwood Hotel, and luncheons in January, February and March were planned at the Winnipeg Winter Club. Throughout the year, the board took it upon itself at events to gauge the viability of each venue and ask for guest feedback. Both venues were met with positive reviews from the membership. At our June 2015 Planning Meeting, we will assess and select one venue for our 2015/16 PD luncheons and events.

While five luncheons were scheduled, the January event – a panel about career advancement in public relations – was cancelled due to lack of registrations. The board felt this was most likely a result of a combination of influences, including, proximity to the December holiday season, the Hillary Clinton luncheon, PD committee turnover, inclement weather, and not enough a lead-time for promotion.

The event that elicited the greatest response was held in February, when we invited website developer Andrew Boardman to present on the future of the web for the public relations industry. 53 people registered for the event and feedback was overwhelmingly positive.

In total, 138 people registered for the four PD luncheons we hosted. This year, attendance for our fall luncheons was down, with 35 and 30 people registered in October and November, compared to 52 and 65 in 2013-14. However, the total attendance for winter events was higher this year, with 53 in February and 23 in March, compared to 23 in February and 24 in March of 2013-14.

This year also saw the birth of a new event, the Brews and PR News event – brought to the board by our Secretary, Ms. Kentner. Brews and PR News are designed for anyone in our industry to meet at no charge at a local venue where they can informally discuss current events and PR in the news. Two such events were held – one in February and one in April – both at the Kings Head Pub. Attendees responded very positively, noting it was good to have events after-hours and not at lunch, as some guests can't attend events at lunchtime. Other attendees noted they were happy that the chapter was organizing events at no charge, as some budgets do not allow for the purchase of memberships or attendance at professional development events. Based on response, the intent is to continue holding Brews and PR News on a regular basis during our active season.

This year, the local chapter is, to our knowledge, also holding our first-ever in-person PD event in Brandon, Manitoba to support public relations professionals outside of Winnipeg. A workshop called The Media Relations Factor in Crisis Communications will be held on June 5, 2015 at Brandon's Riverbank Discovery Centre. Speakers will include Paul White and Glen Cassie from Communications Services Manitoba, who will provide a three-hour seminar on crisis management. CPRS Manitoba is extremely grateful for Ms. Kentner, Mr. Cassie, and Mr. White of Communications Services Manitoba for their ability to travel to and from Brandon, and for their dedication and knowledge.

The breakdown of our 2014/15 luncheons and mixers is as follows:

Wednesday, September 24, 2014

CPRS Fall Mixer at Winnipeg Free Press Cafe

Mixer to begin the year.

Registered attendees: 31

Tuesday, October 28, 2014

Digging into Demographics – a luncheon at the Norwood Hotel

A talk about demographics as relating to marketing and public relations.

Registered attendees: 35

Wednesday, November 26, 2014

Communicating Through a Surprise Merger: Bridging the Needs of Two Distinct Workplace Cultures – luncheon at Norwood Hotel

Discussion on internal communications of merger of two Crown corporations that created Manitoba Liquor and Lotteries

Registered attendees: 30

Wednesday, December 10, 2014

Holiday Mixer at the King's Head Pub

Mixer held in conjunction with IABC and the Advertising Association

Registered Attendees: 30

Thursday, January 29, 2015

Furthering Your Career – luncheon at the Winnipeg Winter Club – CANCELLED

A panel discussion about career advancement that was cancelled due to low registration

Registered attendees: 9

Wednesday, February 25, 2015

Brews and PR News event at the King's Head Pub

A free meet-up for members to discuss PR news and issues of the day

Registered attendees: 25

Thursday, February 26, 2015

Design for Learning: The Future of the Web – luncheon at Winnipeg Winter Club

Luncheon with website designer Andrew Boardman discussing future of Public Relations usage of the Internet.

Registered attendees: 53

Thursday, March 26, 2015

Communications Messages During the Ebola Crisis – luncheon at Winnipeg Winter Club

Monthly luncheon with a moderated panel discussion with three communicators from three different levels of government about the challenges of communicating internally and externally during the height of Ebola fears.

Registered attendees: 23

Wednesday, April 22, 2015

Brews and PR News event at the King's Head Pub

A free meet-up for members to discuss PR news and issues of the day

Registered attendees: 12

Thursday, May 7, 2015

2015 Manitoba Communicator of the Year award luncheon gala

CPRS Manitoba recognizes and celebrates excellence in public communications with the Manitoba

Communicator of the Year Award. The 2015 recipient was Jane Puchniak of Canada's Royal Winnipeg Ballet (RWB).

Registered attendees: 31

Membership Report

Heather Olynick

As at April 30, 2015, CPRS Manitoba had a total of 59 full members and 37 student members registered. Compared to last year's total at this time, our chapter is down five full members and down two student members.

Our full members are typically from the education, health, and government sectors; our student members are from Red River College's Creative Communications program and the University of Winnipeg's Public Relations Marketing Management Diploma program.

Once again, CPRS Manitoba participated in National's Membership Month promotion, held annually in March. This year, incentive was added so that each new member was entered to win a free registration to the National conference in May. No new members joined CPRS Manitoba in March.

Despite the decline in full membership numbers, we continue to have regular engagement from non-members, especially at events. Some have expressed that they are comfortable paying the higher non-member registration fee at local events, knowing the money will be used by the local Manitoba chapter.

This is in response to a growing trend across local chapters where some members and non-members have expressed concern over the high cost of National membership fees compared to what they perceive as low value in return. The National board is currently developing a strategy with assistance from local boards that will help address these membership concerns, among others.

In an effort to increase the value of membership, National partnered with UPS, Perkopolis, and Errors and Omissions Insurance to offer exclusive discounts to CPRS members. A new national membership benefit was introduced this year that we were able to communicate to some of the larger employers in the province. The Employer Group Membership (EGM) is for new and existing members who work in organizations with five or more members. EGM offers discounts of up to 25 per cent off national programs and services.

Our local chapter continues to find ways to add more value to membership, including the newly introduced Brews n' News, our first-ever Brandon PD event in June, and a mentorship pilot program slated to roll out in fall 2015.

Accreditation Report

Melanie Lee Lockhart, APR

APR

In 2014, one of our Manitoba chapter colleagues, Deborah Bowers, APR, successfully completed accreditation; we warmly congratulate her on this significant professional accomplishment.

CPRS Manitoba's accredited members are:

| | |
|------------------------------------|---------------------------|
| Terry Aseltine, APR, FCPRS | Estelle Sures, APR, LM |
| Brenda J. Bazylewski, APR | Deborah Bowers, APR |
| Robert H. Drain, APR, FCPRS(H), LM | Brian Garagan, APR |
| David Hultin, APR | Marlene Klassen, APR |
| Lorne Kletke, APR | Melanie Lee Lockhart, APR |
| T. Kent Morgan, APR, LM | Warren Preece, APR |
| Carl Radimer, APR, FCPRS(H), LM | Carolyn Rickey, APR |

There are no CPRS Manitoba members pursuing accreditation in 2015.

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 2016 APR process, including an overview of the planned work sample project, are due to National Office by December 1, 2015. 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 our Accreditation Chair.

The Public Relations Knowledge Exam

As a pre-cursor to accreditation, CPRS offers 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 our Accreditation Chair.

Communications Report

Kailey Barron, Emily Doer

The 2014/2015 year saw a continued increase in social media growth, especially in audience engagement. From June 12, 2014 to May 19, 2015, the CPRS Manitoba Facebook page increased from 194 to 234 total page likes – a 21 per cent increase. During the same period, Our Twitter page went from 862 tweets to 1,477 tweets, and our number of followers increased from 1,170 to 1,399 – a 20 per cent increase. In the first 18 days of May alone, the number of Twitter impressions increased by 20 per cent to nearly 31,000 impressions. And our LinkedIn page increased from 29 to 53 followers – an 83 per cent increase.

A commitment to live-tweeting all events lead to a more engaged audience on Twitter, allowed those who couldn't attend the events to get a snapshot of what was offered, and showed prospective members a sample of the excellent programming offered by CPRS Manitoba.

Based on ongoing member and board member feedback regarding the useability of Cvent event notices, CPRS Manitoba will switch to content management system EventBrite in the new season, which we hope will lead to better usability and simpler communication to our members about all our events, programming and initiatives. It is also less expensive than our current setup.

In addition to regular communication with members via email, social media and our content management system, the communications team also worked in conjunction with the membership team and CPRS National to talk to our members about Membership Month.

The board would also like to thank new member, board member and programming co-chair Jaclyn Leskiw for taking on some of our social media communications in the spring.

Mentorship Report

Steve West; Deborah Bowers, APR

In the fall of 2013, the CPRS Manitoba Board began exploring the possibility of a mentorship program for the Manitoba chapter. Since that time, two co-chairs were recruited and, with the help of the CPRS Manitoba president, connections were made with a number of mentorship program administrators across Canada.

In our conversations with CPRS chapters across Canada, we learned that mentorships come in many forms. Most are familiar with an arrangement where a younger professional mentors under a senior practitioner who in turn, also learns from the mentee. Some mentorships are lateral or peer-to-peer (e.g. those who would like to learn from each other about careers in other sectors) but whatever the form, we believe that mentor-mentee relationships will help us grow as a society, nurture emerging talent, leverage existing experience, and add opportunities and value to membership in CPRS Manitoba.

In the ongoing work to develop a Manitoba program, we engaged with CPRS Hamilton's program. Their leaders offered key advice and assistance, including the use of their materials in the development of our own program.

In March 2015, we surveyed CPRS Manitoba members about their interest in a mentorship program. The results of the survey are being reviewed with a view to launching a pilot program with an intake in the fall 2015.

Student Liaison Report

Kristin Cuma, Arpita Goala

Student liaisons are responsible for bridging the gap between their peers and the activities and opportunities provided by CPRS Manitoba. The Red River College liaison post began in May while the University of Winnipeg liaison was appointed in October, as per the program start dates for each program.

The liaisons were responsible for planning and organizing the PR Pros + Up-and-Comers: A Professional Mixer event in April 2015.

Inspired by TED Talks, the mixer had three speakers who opened the event. The list of speakers included Steve West from City of Winnipeg, who presented on the topic 'How to Get a Job', Felicia Wiltshire from Winnipeg Regional Health Authority, who spoke to the students about 'What Not to Do in Your First Year On the Job' and Kevin Hnatiuk from New Media Manitoba, who presented on the topic of 'How to Network'.

Students and industry professionals alike were asked to register online before April 16 2015, to enter their names in a draw to win the door prize. The door prize was sponsored by QX 104 and Kristin Cuma, the CPRS Student Liaison from Red River College. The short talk by the speakers was followed by a mixer, where students networked with professionals.

The event attracted about 16 guests who were industry professionals, and students from the Creative Communications program at Red River College and from the Public Relations program at the University of Winnipeg.

The feedback received from the attendees and the speakers was positive. Most attendees appreciated the casual mixer as it helped students break the ice and network.

CPRS Manitoba has always been involved in helping students branch out and meet industry professionals. The CPRS Manitoba board will continue to strive towards bettering and maintaining its relationships with its student members.

Manitoba Communicator of the Year Report

Tamara Bodi, President

On May 7, 2015 at a luncheon gala at the Manitoba Club, CPRS Manitoba was pleased to recognize **Jane Puchniak** of Canada's Royal Winnipeg Ballet as the 2015 Manitoba Communicator of the Year (MCOY). There were approximately 42 guests in attendance at the 8th annual gala.

Ms. Puchniak gave an enthusiastic presentation on how she coordinated two highly successful multi-city public relations campaigns for the RWB School's annual international audition tour, initiating fashion photography collaborations with Club Monaco and Banana Republic. She also managed a national media relations campaign launched in October 2014 for the world premiere of the RWB's *Going Home Star – Truth and Reconciliation* – a full-length ballet created for the company's 75th anniversary season.

In addition to a MCOY certificate, Ms. Puchniak received a \$500 donation from CPRS Manitoba to give to a charity of her choice, which she will provide to the Canadian Mental Health Association – Winnipeg.

Special thanks were given to our lead MCOY sponsor, **Marketwired**, and representative **Clare Chisamore**, for making the event possible with a \$2,000 sponsorship. CPRS Manitoba is extremely grateful for Marketwired's support several years in a row. We are also grateful to print sponsor **Premier Printing** for printing the program and two certificates. Both sponsors were able to attend again this year and brought guests.

This year the luncheon gala we recognized and celebrated other special guests with CPRS Manitoba honours. **Deborah Bowers, APR**, who recently earned her accreditation; **Terry Aseltine, APR, FCPRS**, was honoured with a CPRS **life member designation**; and **2015 CPRS Manitoba scholarship recipient Rose Regier**, a second-year Red River College Creative Communications student and CPRS Manitoba student member; were all presented with special honours for their remarkable achievements.

CPRS Manitoba is thankful to the 2015 MCOY jury for its efforts in the review and assessment process. The jury chair was Clare MacKay, and jury members were Aileen White and LuAnn Lovlin. Special recognition also goes to Mentorship Co-chair Deborah Bowers, APR who, in the absence of a Vice President, coordinated this year's jury.

We were also pleased to receive what is believed to be a record number of nominations, and the jury noted their difficulty arriving at their decision, as a number of the submissions were excellent PR case studies. CPRS Manitoba thanks all nominees.

CPRS Manitoba wishes to strike a MCOY committee to meet in the first quarter of the 2015-16 fiscal to review and assess MCOY, including its goals, objectives, award categories, and the awarding process. The committee will report their observations and recommendations to the board.

Treasurer's Report

Lorne Kletke, Treasurer

CPRS Manitoba Chapter, Financial Summary

For the year ending April 30, 2015

| | | | |
|---|-------------|------------|---------------------|
| Opening balance (as at April 30, 2014): | | | \$ 26,184.18 |
| REVENUE | | | |
| Event registrations | | \$ | 8,350.00 |
| Membership Dues | | \$ | 4,705.72 |
| Bank Interest | | \$ | 0.22 |
| Total Revenue | | | \$ 13,055.94 |
| EXPENSES | | | |
| Venues | | | |
| Luncheons, 2014 | \$ 1,075.14 | | |
| Student Events 2014, 2015 | \$ 778.43 | | |
| MCOY 2014 | \$ 3,091.27 | | |
| Luncheons, 2015 | \$ 5,145.64 | \$ | 10,090.48 |
| Award - University of Winnipeg | | \$ | 500.00 |
| Incorporation Process | | \$ | 165.00 |
| Website Hosting | | \$ | 523.00 |
| Board Insurance | | \$ | 736.56 |
| Event Registration System | | | |
| Global Payments Fees | \$ 1,009.97 | | |
| Event Fees | \$ 1,627.14 | \$ | 2,637.11 |
| Speaker/Appreciation gifts | | \$ | 234.70 |
| Administration | | \$ | 295.17 |
| Bank fees | | \$ | 2.00 |
| Total Expenses | | | \$ 15,184.02 |
| Closing Balance (as at April 30, 2014): | | | \$ 24,056.10 |
| ACCOUNTS RECEIVABLE | | | |
| Membership Dues | | \$ | 240.00 |
| Event registrations | | \$ | 2,910.00 |
| MCOY 2015 - Marketwired sponsorship | | \$ | 2,000.00 |
| Total Accounts Receivable | | | \$ 5,150.00 |
| NET REVENUE 2013/14 | | | \$ 18,205.94 |
| ACCOUNTS PAYABLE | | | |
| Awards | | | |
| Red River College | \$ 500.00 | | |
| MCOY 2015 | \$ 500.00 | \$ | 1,000.00 |
| Venues | | | |
| Student Event 2015 | \$ 203.24 | | |
| MCOY 2015 | 2079.31 | \$ | 2,282.55 |
| Speaker/Appreciation gifts | | \$ | 121.16 |
| Administration | | \$ | 53.24 |
| Website Hosting | | \$ | 96.46 |
| Total Accounts Payable | | | \$ 3,553.41 |
| NET EXPENSES 2013/14 | | | \$ 18,737.43 |
| *Net Income 2013/14 | | -\$ | 531.49 |

2015-2016 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 | Conor Lloyd (entering second year of two-year term to end spring 2016) |
| Treasurer | David Hultin, APR |
| Secretary | Julie Kentner |
| Accreditation | Deborah Bowers, APR |
| Communications | Chris Albi, Jason Booth, Arpita Goala, Jack Rach |
| Programming | Jason Small, Kailey Barron, Jaclyn Leskiw |
| Membership | Heather Olynick |
| Mentorship | Steve West, Renee Barclay |

The positions of President and Past President are both entering the second year of two-year terms, and are not up for election. The position of Vice President is entering the second year of a two-year term, and is up for election. All other positions are one-year terms, and are up for election.