



Canadian Public  
Relations Society

Manitoba Society

# Annual Report 2016-2017



# Canadian Public Relations Society

Manitoba Society

## Annual General Meeting

Thursday, June 8, 2017

**P107, Red River College, 160 Princess 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 2015/2016 AGM
- 3) Approval of the financial statements for the year ending April 30, 2017
- 5) Approval of reports by the Board of Directors
- 6) Elections of the 2017/2018 Board of Directors (see slate on page 24)
- 7) Other business that may come before the meeting
- 8) Adjournment



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### CPRS AGM MEETING MINUTES

Thursday, May 26, 2016

5:30 p.m., P107, Roblin Centre, Red River College (downtown campus)

**Attendees:** Conor Lloyd; Amanda Thorsteinsson; Susan Harrison; Jennifer Pawluk; David Hultin, APR; Renee Barclay; Tamara Bodi; Janine Harasymchuk; Carolyn Rickey, APR; Samantha Lapedus; Jason Permanand; Steve West; Terry Aseltine, APR, Fellow CPRS, LM; Robert Drain, APR, Honorary Fellow, LM; Julie Kentner; Ilana Simon; Pam Simmons, APR; Estelle Sures, APR, Jack Rach

**Affiliates:** Tammy Sawatzky

**Student members:** Katrina Sklepowich, Stephanie Johnson, Matthew Alcock

**Guests:** Shaylyn McMahan, Rebecca Drain, Priscilla Rios, Roda Razuk

**Proxies Submitted:** Deborah Bowers, APR

#### 1. Call to Order

- a. The meeting was called to order at 5:30 p.m. Quorum was reached.

#### 2. Approval of the Minutes of the 2014/2015 AGM

- a. The minutes for the 2014/15 AGM were reviewed.

**Motion to approve:** Jennifer Pawluk

**Seconded:** Jason Permanand

Motion carried.

#### 3. Approval of the financial statements for the year ending April 30, 2016

- a. The financial statements for the year ending April 30, 2016 were presented as circulated in the annual report by treasurer David Hultin, APR.

**Discussion:** David Hultin, APR presented the financial statement included in the annual report. There was a question about the income statement and why it was in brackets. David explained this was in reference to the accounts payable and accounts receivable over this fiscal year and next fiscal year related to the Mark Ragan event in June.

**Motion to approve:** Janine Harasymchuk

**Seconded:** Jack Rach

Motion carried.

#### 4. Approval of reports by the Board of Directors

- a. The reports provided by the board were reviewed.

**Discussion:** Tamara Bodi noted CPRS Manitoba is being recognized with CN Emery LeBlanc Membership Achievement Award for membership. The award will be presented at the National



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meeting in Toronto at the end of May. The chapter also received an award for one of two of the biggest increases in membership during Membership Month in March 2016. As the award notifications happened after the distribution of the annual report, the information is being recorded in the minutes of the Annual General Meeting. Tamara made a presentation about the activities of the board over the past year, as per the annual report circulated previously to members.

**Motion to approve:** Steve West

**Seconded:** Conor Lloyd

Motion carried.

### 5. Elections of the 2016/2017 Board of Directors

a. Tamara presented the slate as previously circulated to the membership in the annual report.

**Motion to approve slate as presented:** Jason Permanand

**Seconded:** Carolyn Rickey, APR

Motion carried.

### 6. Other business that may come before the meeting

a. Robert H. Drain, APR, FCPRS (Honorary Fellow), Life Member, has been a member of CPRS for 50 years, one of only 12 members across the country to ever attain this milestone. He was presented a framed certificate from CPRS National to mark the accomplishment. The accomplishment will be formally announced at the CPRS National AGM in Toronto on May 29, 2016.

b. Steve West: Steve acknowledged Tamara Bodi was a professional, talented and exemplary leader for CPRS Manitoba, and will be missed.

### 7. Adjournment

a. The meeting was adjourned at 5:57 p.m.



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## Appendix A

### CPRS Board Slate 2016-2017

**President**  
Conor Lloyd

**Past President**  
Tamara Bodi

**Vice-President**  
Susan Harrison

**Treasurer**  
David Hultin, APR

**Secretary**  
Tammy Sawatzky

**Accreditation**  
David Hultin, APR

**Mentorship**  
Janine Harasymchuk

**Membership**  
Janine Harasymchuk

**Professional Development**  
Chris Albi  
Rachel Hollis  
Melissa Matias  
Jennifer Pawluck

**Communications**  
Chris Albi  
Arpita Goala  
Jack Rach  
Katrina Sklepowich

**Student Liaisons**  
Christopher Dean  
Matthew Alcock



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## President's Report: Conor Lloyd

Being my first year as CPRS President it has certainly been my pleasure to work with a talented, creative, and hardworking Board of Directors. I believe that while a President's report at the Annual General Meeting should comprise the successes, challenges, and vision moving forward, I believe it's equally important to spend a few moments, recognizing and celebrating the success and growth of our very talented and dedicated Board of Directors.

This year, following a very successful end of year PD event with Mark Ragan from Ragan Communications, the Society experienced a heightened level of interest and engagement from our members that resulted in many new and returning faces joining the Manitoba Society.

Starting the year in a strong position our Board faced some early challenges as some key members had to step aside due to personal reasons. In true fashion, our Directors rose to the challenge and opted to take on additional responsibilities in order to ensure that our Society could continue to provide a robust and dynamic Professional Development (PD) program, networking events, and mentorship opportunities to support our members and continue to elevate the prominence of public relations here in Manitoba.

I am very pleased to share that in 2017, CPRS Manitoba has six candidates pursuing their APR designation, and in addition to his duties as Society Treasurer, David Hultin, APR, has also taken on responsibilities as Accreditation Chair and he is working closely with local APRs to help mentor and prepare this year's candidates for their exams this fall. This is very exciting as it will continue to grow our cadre of APRs in Manitoba, and this is the most APRs our society has fielded in quite a long time.

I would also like to express my thanks to this year's PD team, led by Jennifer Pawluk, for its vision. In addition to developing a consistent theme to frame this year's sessions, our PD team delivered this year's sessions at The Met, developing a great relationship that resulted in excellent value and consistency for our members. Utilizing a consistent theme – The Modern Communicator – assisted the Manitoba Society in delivering programming that was of interest and relevant to the needs of our members.

Membership remained steady this year, and many mentorships that were developed in 2015-16 were maintained throughout this year, which resulted in more opportunities to develop our new and emerging PR practitioners. I would also like to thank Janine Harasymchuk for agreeing to oversee both the Mentorship and Membership portfolios.



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Newly-appointed Vice-President Susan Harrison led an amazing 10<sup>th</sup> Anniversary Celebration for the Manitoba Communicator of the Year Awards that allowed us to once again recognize some of the amazing and prominent organizations and practitioners here in Manitoba.

Susan also introduced the MCOY Crowning Achievement Award to recognize a Manitoba practitioner who has made a substantial contribution to or an outstanding achievement in the field of public relations or communications over the course of their career.

As the only awards program in Manitoba it's very encouraging to see the MCOY program continue to grow and expand to recognize our many talented and highly-skilled public relations practitioners here in our Province.

This year our Communications Team redeveloped our CPRS Manitoba website and took on a very aggressive and proactive approach through the use of social media to promote our PD events, and also build the profile of the Society going forward.

Following last year's issues with the constant hacking of our website, Jack Rach of the Comms team re-developed a very aesthetically pleasing site that helped our members have greater access to our programming and services.

While this year was met with a lot of success, CPRS Manitoba lost two very important and prominent members of our society.

In 2016, our dear friend, Bob Drain, APR, FCPRS (H) passed away. He was a Life Member of CPRS Manitoba and in May 2016 was recognized at our AGM as the 12th person in the history of CPRS to receive a certificate for 50 years of membership. He was also an accredited member of the Canadian Public Relations Society in Manitoba and in 1984 received an award from the National Public Relations Society. He also co-authored the book, *Successful Conference and Convention Planning* which was published in 1978.

Bob was a staple at many CPRS events throughout the years, and it was a truly an honour to recognize him at our AGM last year, and celebrate this important milestone in his career alongside his friends and family.

This year, we also lost another dear friend, Carl Radimer, APR, Honourary Fellow, LM. Carl was also a Life Member of our Society and was a regular figure at many of our PD and networking events. In 2014, Carl served as the Chair of the Jury for the Manitoba Communicator of the year awards. During his career



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Carl ran a very successful PR firm in Winnipeg, and up until very recently trained and mentored countless new practitioners who graduated from the University of Winnipeg's Public Relations Program.

Like Bob Drain, Carl was another prominent figure and member of CPRS Manitoba. He will be deeply missed.

Moving into 2017-18 we're going to continue to explore new and exciting opportunities to expand our programming, increase our membership base, and explore creative opportunities to further promote our profession in Manitoba. We will also explore incentives to encourage a greater number of student members, and review strategies to support their education and help them transition from a student membership to a regular membership with CPRS Manitoba.

In closing I would like to once again thank our very talented Board of Directors and our Past President Tamara Bodi for helping me in my first year as Society President. It has certainly been a steep learning curve, but it has been made exceptionally easy by the tremendous amount of support I have received.

I look forward to working with this talented group of individuals in 2017-18.

Thank you for a successful year, and thank you to our members for continuing to support this amazing professional organization.





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## Vice-President's Report: Susan Harrison

2017 marked the 10<sup>th</sup> anniversary of the Manitoba Communicator of the Year (MCOY) awards, CPRS Manitoba's most prestigious public relations and communications award, honouring practitioners who lead the way in innovation, resourcefulness and creativity.

Last fiscal year, the MCOY structure was transitioned to honour recipients in two categories; a Large Campaign award (budgets over \$20,000), and a Small Campaign award (budgets under \$20,000), both of which were continued. In addition, this anniversary year included the introduction of a new category; the Crowning Achievement award, to recognize those practitioners who have made substantial contributions to or outstanding achievements in the field of public relations or communications over the course of their career.

2017 once again saw a number of nominations brought forward for consideration. A selection committee, chaired by the CPRS Manitoba Vice-President reviewed all submissions, and brought forth their recommendations to the Board of Directors. Our sincere thanks goes out to Terry Aseltine, APR, FCPRS; Kelly Dehn; Rachel Hollis; Melanie Lee Lockhart, APR; and Shirley Muir for generously donating their time to serve as award selection committee members. Their thoughtfulness and expertise in evaluating this year's submissions was greatly appreciated.

After all was said and done, CPRS Manitoba was thrilled to recognize the following recipients with 2017 Manitoba Communicator of the Year awards:

- Large Campaign - Laura Curtis, Assiniboine Park Conservancy
- Small Campaign - Chris Albi, Jennifer Doerksen, Colleen McVarish, and Sarah Henry, Winnipeg Harvest
- Crowning Achievement - Susan Olynik, Manitoba Liquor & Lotteries (retired)

Award winners were honoured at a gala dinner at the Winnipeg Art Gallery on April 20, 2017. With over 60 guests in attendance, we were also pleased to welcome sponsors both new and returning to the event. Red River College once again supported MCOY as a Student Sponsor as did the University of Winnipeg for the first time. Print Express and Copy Company came onboard as our print sponsor and we welcomed back McKim Communications Group as our design sponsor. To help promote the event we employed the use of social media advertising, email notifications, and sponsored posts via Facebook and Twitter.



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While the event was once again a success and built upon last year, CPRS Manitoba is always looking to grow and improve the offerings and events for our membership. To that end, we will be conducting an evaluation of MCOY and asking our members to weigh-in on the award nomination process and event. We look forward to getting started on this initiative so we can continue to recognize the outstanding work of public relations and communications professionals here in Manitoba.



*2017 MCOY Award Recipients (From Left):  
Susan Olynik, Chris Albi, Jennifer Doerksen, Sarah Henry, Colleen McVarish, Laura Curtis*



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## Financial Statement: David Hultin, APR

CPRS Manitoba Chapter, Financial Summary  
May 1, 2016 – April 30, 2017

Opening balance (as at May 1, 2016):	\$27,325.58
<b>REVENUE</b>	
2016 MCoY sponsorship	\$1,500.00
2016 & 2017 MCoY ticket sales	\$3,895.00
2017 MCoY in kind print sponsorship	\$150.00
Programming ticket sales	\$4,357.21
CPRS membership dues	\$6,023.53
Ragan special event sponsorship	\$3,000.00
Ragan special event ticket sales	\$7,025.00
RRC in kind sponsorship of meeting space	\$1,200.00
Revenue:	\$27,150.74
<b>EXPENSES</b>	
Programming	\$5,611.98
Ragan special event	\$9,822.93
CPRS National conference registration	\$3,000.00
2016 AGM	\$32.43
2016 & 2017 MCoY Winner Donation	\$1,250.00
Student Award RRC	\$500.00
Student Award UWinnipeg	\$500.00
2016 & 2017 MCoY	\$11,327.86
Website	\$671.09
Board insurance	\$792.72
Eventbrite fees	\$981.48
APR library	\$-
PO Box	\$195.30
Administration	\$827.98
MB Companies Registration	\$25.00



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Bank transaction fees	\$-
Expenses:	\$35,538.77
Closing Balance (as at April 30, 2017):	\$18,937.55
<b>ACCOUNTS RECEIVABLE</b>	
2017 MCoY sponsorship	\$2,000.00
2017 MCoY ticket sales	\$104.10
Programming ticket sales	\$57.53
Total Accounts receivable	\$2,161.63
<b>NET REVENUE</b>	<b>\$29,312.37</b>
<b>ACCOUNTS PAYABLE</b>	
Total Accounts payable	\$1,018.98
<b>NET EXPENSES</b>	<b>\$36,557.75</b>
<b>*Net Income</b>	<b>-\$7,245.38</b>



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## **Secretary's Report: Tammy Sawatzky**

After getting up to speed in her new role, the secretary has ensured all board contact lists are up-to-date and maintained, as well as taking meeting minutes, distributing them for board review and making any needed edits before finalizing the minutes and posting them to the shared Google Drive.

The secretary contacted the University of Manitoba archives and delivered CPRS meeting minutes (on acid-free paper) through the 2016 year. Two plaques previously presented to the chapter were also included. Thank you to Julie Kentner for preparing all the documents for delivery.

The next archive delivery will be made at the conclusion of the 2018 fiscal year and include documents from 2016-17 and 2017-18.



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## **Programming Report: Chris Albi, Arpita Goala, Rachel Hollis, Melissa Matias, Jennifer Pawluk, Samantha Lapedus**

In June 2016, CPRS Manitoba was pleased to present a morning workshop with Mark Ragan on brand journalism. The event was held at the Fort Garry Hotel and was a landmark event for CPRS Manitoba, inspiring a series of subsequent CPRS National and society workshops across Canada in 2016 and into 2017. We had 130 people attend to make it our most successful professional development event ever! The event was a trending Twitter topic for the entire morning. And the enthusiasm and from our membership and guests feedback was inspiring.

CPRS Manitoba gratefully acknowledges the generous support of the event sponsors Great-West Life, the University of Manitoba, Dooley Communications, the Winnipeg Airports Authority and Shannon Leigh Photography.

We also thank our former Secretary, Julie Kentner, for spearheading the planning of this major event.







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### **YEAR OVERVIEW**

After a series of meetings in August 2016, CPRS Manitoba identified a theme for our 2016-17 programming: The Modern Communicator. Further consideration of this theme yielded a series of guiding principles. We believe in mastery, we believe in innovation, and we believe in integrity when it comes to the 21st-century practice of public relations.

In October 2016, CPRS Manitoba implemented a cancellation policy, which is posted online permanently.

We were sorry to see PD committee member Samantha Lapedus step down from the board in fall 2016, and wished her well.

### **FALL KICK-OFF MIXER**

Held at Fools & Horses on Thursday, September 29, 2016, CPRS Manitoba celebrated National Coffee Day on this occasion. Parking was an issue as there was a Winnipeg Jets pre-season game at MTS Centre that evening. Otherwise, the venue was excellent, especially the charcuterie and custom cocktails that were served for the event. As for attendance, 24 tickets were sold in advance (with most attending, along with a few walk-ins).

### **JOINT HOLIDAY MIXER**

Held at Rudy's Eat & Drink on Wednesday, December 14, 2016, CPRS Manitoba collaborated with IABC Manitoba and Ad Association of Winnipeg once again to host a seasonal networking event, "A Holly Jolly Holiday Mixer." IABC Manitoba led in event management, planning the venue, graphic design, menu, collection for Winnipeg Harvest, and more. With 40 attendees, CPRS Manitoba incurred at least two-thirds of the cost.



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### **PROFESSIONAL DEVELOPMENT EVENTS**

CPRS Manitoba hosted a luncheon at The Metropolitan Entertainment Centre (a.k.a. The MET) on Wednesday, November 2, 2016 with Ms. Michelle Bailey, freelance communications professional, presenting “The Inside Track: Publicizing the Historic NASCAR Victory of Winnipegger Amber Balcaen” — 21 people registered.

In December 2016, members were asked to complete a professional development survey via Microsoft Forms. We received 22 responses total. The average time to complete the survey was 5 min.

Second, CPRS Manitoba hosted a luncheon at The MET on Tuesday, January 24, 2017 with Mr. Ron Greasley, Senior Strategist at Deschenes Regnier, presenting “A Golden Age for Communicators: PR and Brand Development Today” — 22 people registered.

Third, CPRS Manitoba hosted a luncheon at The Met on Thursday, February 23, 2017 with Ms Julie Mikuska, Principal of Mikuska Group, presenting “Donor Communications: Why They Give” — 25 people registered.

Finally, CPRS Manitoba hosted a panel discussion over breakfast at The MET on Wednesday, April 5, 2017 with Mr. Donald Benham, Manager of Poverty & Hunger Awareness at Winnipeg Harvest, Ms. Riva Harrison, Executive Director of Strategy & Communications at Red River College, Mr. Sean Kavanagh, Provincial Affairs Reporter for CBC Manitoba, and Ms. Felicia Wiltshire, Director of Customer Service & Communications for City of Winnipeg, conferring on public engagement in parliamentary, legislative, and civil affairs. This professional development event was titled “CPRS Manitoba Breakfast on a Budget,” which was timely given that the federal budget was tabled on March 22, the provincial budget was tabled on April 11, and the city began its budget consultations shortly thereafter. Breakfast appears to be the most popular time of day for professional development events with 21 people registering in advance. Additionally, there were three walk-ins. The discussion was streamed on Facebook live.

### **BREWS & NEWS**

Two “Brews & News” meetups were organized in 2016-17:

The first was held at King’s Head Pub on Tuesday, November 8, 2016 in honour of the American presidential election; it was attended by several CPRS Manitoba members, along with many other communicators, journalists, and students.

The second was held at Forth on Wednesday, February 8, 2017 with a conversational starter on mentorship; it was attended by nearly a dozen CPRS Manitoba members.





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### SUMMARY

CPRS Manitoba experienced a decline in overall registration at our four professional development events in 2016-17 with 92 people registered, compared with 146 in 2015-16 and 138 in 2014-15.

2016-17	2015-16	2014-15
92	146	138

It is recommended that CPRS Manitoba address this in the development of a programming schedule for 2017/18. Organizing a fifth professional development event may be worthwhile. Late spring or early fall would be an ideal time for it.

The MET is a reasonable venue for professional development events. However, given the decline in registration experienced in 2016-17, it may be worthwhile to consider streamlining the costs of professional development events – especially, in terms of meal options. An alternate venue may need to be considered in 2017-18.

Registration for the fall mixer increased slightly from less than 20 people registered in 2015 to more than 20 in 2016.

Registration for the holiday mixer and two “Brews & News” meetups in 2016-17 remained on par with that of 2015/16.



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## **Membership Report: Janine Harasymchuk**

The year 2016-17 was a successful year for membership in CPRS Manitoba. From March 2016 to March 2017, there was a slight drop in full-time members, however, this number consists of pending members. As of March 30, 2017, the chapter had a total of 66 current full members and 32 student members registered. Membership month – March 2017 – experienced a 4.4% increase in memberships.



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## Accreditation Report: David Hultin, APR

### APR

In 2016, one CPRS Manitoba member pursued accreditation but opted to defer the written and oral exams.

There are four CPRS Manitoba members as well as one CPRS member from outside the province pursuing accreditation in 2017. (CPRS Manitoba happily agreed to ‘adopt’ the member from outside the province at the request of CPRS National.)

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 preparation.

Applications for the 2018 APR process, including an overview of the planned work sample project, are due to National Office by December 1, 2017. 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 the CPRS Manitoba Accreditation Director.



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Following is a list of CPRS Manitoba accredited members:

Terry Aseltine, APR, Fellow CPRS, LM Deborah Bowers, APR  
Brian Garagan, APR  
Marlene Klassen, APR  
Melanie Lee Lockhart, APR  
Warren Preece, APR  
Brenda J. Bazylewski, APR  
*Robert H. Drain, APR, Honourary Fellow, LM*  
Carolyn Rickey, APR  
David Hultin, APR  
Lorne Kletke, APR  
T. Kent Morgan, APR, LM  
*Carl Radimer, APR, Honourary Fellow, LM*  
Estelle Sures, APR, LM  
Pam Simmons, APR

### **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 the CPRS Manitoba Accreditation Director.



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## **Communications Report: Chris Albi, Arpita Goala, Jack Rach, Katrina Sklepowich**

It has been another busy and exciting year for the communications committee. A new team, an updated website, and increased social media engagement have kept the team on their toes.

This year, we continued to use Eventbrite, our content management system, for all event e-blasts, and our website continues to be a source of information for our members. Our new site design has been well-received and is very user-friendly.

We stepped up our social media communications on all three of our platforms this year, increasing our reach and creating new opportunities for engagement. We tested paid post boosts on both Facebook and Twitter to expand the reach of our MCOY promotions, and we also created Facebook Events for most of our professional development events and mixers. Jennifer Pawluk also filmed a breakfast panel in April on Facebook Live, allowing our members from outside of Winnipeg to “attend” one of our events from afar for the first time.

Our biggest month was June, when we hosted the Mark Ragan event. The event hashtag, #RaganCPRSMB, was trending in Winnipeg and CPRS Manitoba's Twitter earned more than 41.7K impressions, thanks to the joint efforts of Jack, Katrina, and our members who live-tweeted the event. Over the summer, we took a brief hiatus from events communications, and then picked up again in September with the kick-off of our fall programming schedule. Throughout the year, several board members volunteered to live tweet our excellent professional development events, and Melissa was an incredible assistant with social media promotions for MCOY.

We saw moderate growth on all social media platforms in 2016-17:

- Twitter - Twitter was our most active social media channel, growing from 1,581 followers to 1,770 followers (nearly 200 new followers). On average, we tweeted 50 tweets and earned more than 22,400 impressions per month from September 2016 to April 2017.
- Facebook - From March 31, 2016, to May 1, 2017 total page likes on Facebook grew from 266 to 339 (nearly 80 new followers).
- LinkedIn - The LinkedIn page saw less attention but did experience significant growth, going from 71 likes to 101 (30 new followers).



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Twitter	Facebook	LinkedIn
1,581 followers to 1,770 followers	likes on Facebook grew from 266 to 339 (nearly 80 new followers)	71 likes grew to 101 (30 new followers)

### Ongoing Social Media Recommendations:

One recommendation going forward is securing a board member with graphic design and/or photography skills who can create web- and social media-friendly images. The PD team was able to provide graphics for most of this year's events, but it would be beneficial to have one board member tackle this for consistency. To circumvent issues with access to design software like InDesign and Photoshop, we recommend creating an account with Canva or a similar free design platform.

Last year the [cprs.mb.ca](http://cprs.mb.ca) site was updated to a new template. This was needed after the site was compromised. A temporary template was used to republish the site. In September the look of the site was updated again, better reflecting the mandate of CPRS Manitoba. Feedback has been positive in regards to the new look. Security plugins were also installed to help prevent the site from being compromised again. Despite this, the site was down for approximately a day in March because it was compromised.



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## **Mentorship Report: Janine Harasymchuk**

After surveying CPRS Manitoba members early in fall 2016 to gauge interest in and need for continuation of the piloted mentorship program, it was decided to postpone launching the program for the 2016-17 year, due to lack of interest. An informal networking session in January – Brews and News – allowed for further discussion of interest in a mentorship program. Feedback was that a more informal program might be the best approach. The idea of a knowledge/expertise listing of members (willing to participate) could be developed in order for students and less experienced practitioners to access members with questions about specific public relations issues or challenges. The incoming 2017-18 board will need to determine best direction for the future of a mentorship program. It is recommended a survey be conducted about the various options.

We were sorry to see Mentorship co-chair Renee Barclay step down from the board in winter 2016, and wish her well.



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## **Student Liaison Report: Matthew Alcock (RRC), Christopher Deane (U of W)**

Student liaisons are responsible for bridging the gap between their classmates and the activities and opportunities provided by CPRS Manitoba. The Red River College liaison post began in May 2016, while The University of Winnipeg PACE liaison was appointed in October, as per the start dates for each program.

The liaisons worked together to plan and organize a professional development and networking event called *Something from Nothing*, which took place in March 2017.

The mixer was hosted at King's Head Pub, and featured a panel of startup companies within Winnipeg that used modern communication tactics to build their businesses. Moderated by Matthew Alcock, the panel discussed their experiences using modern communications strategies and the best practices for students who may be looking to build their own campaign or company upon graduation. The panel featured Rachele Taylor (Prairie Yogi), John McDonald (Metric Marketing), and Chloe Chafe (Synonym Art Consultation).

The mixer attracted 25 guests, including industry professionals and students from The University of Winnipeg PR program and Red River College's Creative Communications program. Students engaged heavily with the panelists and asked numerous questions. Both before and after the panel discussion, guests had the opportunity to network with fellow students and PR professionals. The event received positive feedback from both attendees and panelists.

Students also attended other networking events, such as the Holly Jolly Holiday Mixer and Brews N' News. The laid-back atmosphere of the events was appreciated as it allowed students to network in a more comfortable environment.

CPRS Manitoba has always been committed to helping students access valuable professional development training and the opportunity to meet with industry professionals. The CPRS Manitoba board will continue to work on strengthening and maintaining its relationships with its student members.





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## 2017-2018 Slate of Candidates

### Elected Positions

**Treasurer** – David Hultin, APR

**Secretary** – Tammy Sawatzky

**Accreditation** – David Hultin, APR

**Membership** – Laura Curtis

**Programming** – Samantha Lapedus, Jennifer Pawluk, Rachel Hollis

**Communications** – Chris Albi, Katrina Sklepowich, Rachel Hollis, Trent Burton

**Sponsorship** – Chris Deane

**Mentorship** – Vacant

### Not Up for Election

The positions of President and Past-President are each entering the second year of two-year terms, and are therefore not up for election. The position of Past-President is entering the second of a two-year term, but is not an elected position.

**President** – Conor Lloyd (two-year term to end spring 2018)

**Vice-President** – Susan Harrison (two-year term to end spring 2018)

**Past President** – Tamara Bodi (not elected; two-year term to end spring 2018)

**Volunteer web master** – CPRS Manitoba is grateful that outgoing board member Jack Rach will transition to a volunteer web master position in 2017-18.