



Canadian Public
Relations Society

Manitoba Society

Annual Report 2017-2018



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Annual General Meeting

Thursday, June 7, 2018

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 2016/2017 AGM
- 3) Approval of the financial statements for the year ending April 30, 2018
- 5) Approval of reports by the Board of Directors
- 6) Elections of the 2018/2019 Board of Directors (see slate on page 22)
- 7) Other business that may come before the meeting
- 8) Adjournment



Canadian Public Relations Society

Manitoba Society

CPRS AGM MEETING MINUTES

Thursday, June 8, 2017

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

Attendees: Conor Lloyd, Susan Harrison, David Hultin APR, Tamara Bodi, Steve West, Melanie Lee Lockhart, Laura Curtis, Rachel Hollis, Chris Albi, Samantha Leapedus

Affiliates: Tammy Sawatzky

Student members: Christopher Dean, Trenton Burton

Proxies Submitted: Heidi Klaschki, Jennifer Pawluk, Laurel Trotter, Janine Harasymchuk, Deborah Bowers, Allison Collis, Breanne Talbot, Jason Permanand, Amanda Thorsteinsson

1. Call to Order

- a. The meeting was called to order at 5:37pm. Quorum was reached.
- b. Welcome by President Conor Lloyd

2. Approval of the Minutes of the 2015/2016 AGM

- a. The minutes for the 2015/16 AGM were reviewed.

Motion to approve: Samantha Leapedus

Seconded: Susan Harrison

Motion carried.

3. Approval of the financial statements for the year ending April 30, 2017

- a. The financial statements for the year ending April 30, 2017 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. David covered general fixed cost as well he noted two MCOY and two CPRS Annual Conferences accrued costs in one fiscal year.

Motion to approve: Chris Albi

Seconded: Melanie Lee Lockhart

Motion carried.

4. Approval of reports by the Board of Directors

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

Discussion: Conor noted the increased visibility of CPRS MB due to the Mark Regan event in June 2016. CPRS National went onto engage Regan on a national level. CPRS MB is shepherding 5 APR candidates through the process. Membership remains strong with a small loss. Consistent programming opportunities were organized throughout the year along with a more robust social media presence rooted in a new website. CPRS MB was sad to loss two longtime members this year Bob Drain and Carl Radimer. Conor thanked board members leaving the board. Congratulations to Trenton Burton for his CPRS National student award.



Canadian Public Relations Society

Manitoba Society

Motion to approve: Tamara Bodi

Seconded: Rachel Hollis

Motion carried.

5. Elections of the 2017/2018 Board of Directors

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

Motion to approve slate as presented: Steve West

Seconded: Chris Albi

Motion carried.

6. Other business that may come before the meeting.

7. Adjournment

a. The meeting was adjourned at 5:54 p.m.

Respectfully submitted by Tammy Sawatzky



Canadian Public Relations Society

Manitoba Society

Appendix A

CPRS Board Slate 2017-2018

President
Conor Lloyd

Past President
Tamara Bodi

Vice-President
Susan Harrison

Treasurer
David Hultin, APR

Secretary
Tammy Sawatzky

Accreditation
David Hultin, APR

Membership
Laura Curtis

Professional Development
Chris Albi
Jennifer Pawluk
Samantha Lapedus

Sponsorship
Christopher Dean

Communications
Chris Albi
Katrina Sklepowich
Trenton Burton

Student Liaisons
Daniela Whelan
Kelli MacKay



Canadian Public Relations Society

Manitoba Society

President's Report: Conor Lloyd, APR

It's certainly been my pleasure to serve as President of CPRS Manitoba for the past two-years. Not only have I had the pleasure to represent CPRS Manitoba during its 60th year of operation, but I have had the opportunity to work with such a talented and dedicated group of practitioners.

During my two-years we have certainly had our fair share of challenges and successes as a board but I feel that as an organization we have grown and we have achieved so much. In our 60th year, we refocused and streamlined our Manitoba Communicator of the Year Award, and celebrated some very talented leaders and organizations in Manitoba.

Realigning and taking a collective approach to delivering professional development yielded great results and helped re-engage past members with CPRS and brought about new opportunities to bring in organizations that previously hadn't been involved with CPRS Manitoba.

This year, we took a fiscally responsible approach towards delivering our networking and professional development sessions. This not only stabilized our financial position, but allowed us to plan and execute a highly successful PD program and end of year that continued to raise the profile of CPRS Manitoba, and help elevate the discussion on the future of public relations and how we, as an organization, can position ourselves to be prepared for the disruption that is coming for our industry and the role we play in challenging fake news, with ethical PR.

As we transition leadership of our society this year, I want to highlight the work of each and every individual board member, who has dedicated a tremendous amount of time to ensuring that you, our members, were engaged in meaningful networking opportunities and educational opportunities.

This year, our society welcomed more APR's to our local society, and I want to congratulate Hilary Friesen, APR, and Elizabeth Wheeler, APR on achieving such a meaningful and respected designation for our profession.

In closing I want to extend my thanks to our Past-President, Tamara Bodi, for her leadership, guidance, and mentorship over these past two-years. Her efforts ensured the success of this year's keynote with Dan Tisch, APR, FCPRS, and CEO of Argyle Public Relationships, and she's worked tirelessly to mentor and develop many members in our society.

I also want to welcome our incoming President, Susan Harrison, and wish her all the best in her tenure as President. Under Susan's leadership, as Vice-President, she's elevated our Manitoba Communicator of the Year Awards program, and she brings a tremendous amount of experience and creativity to the role, and that can only mean great things for our Society.

Thank you again to our members, to our board, and to our supporters for another successful year.



Canadian Public Relations Society

Manitoba Society

Vice-President's Report: Susan Harrison

In 2008, CPRS Manitoba established the Manitoba Communicator of the Year (MCOY) Awards to recognize excellence in communications, recognizing those individuals and organizations leading the way in innovation, resourcefulness and creativity. In 2018, we were thrilled to honour two communicators who exemplified these attributes and more.

This past year, based on feedback from our members, we made the decision to streamline the MCOY nomination process. Instead of filling out numerous questions on a form as per previous years, those submitting a nomination did so in the form of an executive summary following the RACE formula. Up to five supporting documents were also accepted with the summary to round out the submission. These items were all uploaded online through the CPRS Manitoba website, making the whole nomination process much more efficient.

As per the previous year, there were three MCOY award categories available for entry; a Large Campaign award (budgets over \$20,000), a Small Campaign award (budgets under \$20,000), and a Crowning Achievement award, which recognizes 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. To help promote the MCOY awards throughout the nomination period (and later for the gala celebration event) we employed the use of social media advertising, email notifications, and sponsored posts via Facebook and Twitter.

We were very pleased to see a number of nominations brought forward for consideration, although unfortunately we received no submissions for the Crowning Achievement award. 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 Monique Chenier, APR, Janine Harasymchuk, Julie Kentner, Susan Olynik, and Jennifer Pawluk 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.

It was with great pleasure that CPRS Manitoba recognized the following recipients with 2018 Manitoba Communicator of the Year awards:

- Large Campaign – Hannah Pratt, Winnipeg Blue Bombers
(*Break the Silence on Violence Against Women*)
- Small Campaign: Kathy Knight, Information & Communication Technologies Association Technologies of Manitoba (*DisruptED: The Future of Work*)



Canadian Public Relations Society

Manitoba Society



From left: Lori Wheeler of ICTAM accepting the MCOY Small Campaign Award on behalf of Kathy Knight, and Hannah Pratt accepting her MCOY Large Campaign Award.

To celebrate these excellent campaigns, award winners were honoured at a gala celebration held at the beautiful, new Pavilion Event Centre in Assiniboine Park on April 26, 2018. We also honoured Manitoba's newest recipients of the APR designation; Hilary Friesen, APR, Conor Lloyd, APR, and Elizabeth Wheeler, APR, as well as the recipient of CPRS Manitoba's Student Scholarship, Saz Massey. We were also pleased to welcome sponsors both new and returning to the event. Red River College and the University of Winnipeg once again supported MCOY as Student Sponsors; Print Express & Copy Company came onboard again as our print sponsor and we were thrilled to have back as our design sponsor McKim Communications Group. We also welcomed the Assiniboine Park Conservancy as our Venue Sponsor and Eden Carter Media as our Photography Sponsor. It goes without saying that if it wasn't for the generous support of all of our sponsors, we simply could not make the event as special as it is; CPRS Manitoba thanks all of our MCOY sponsors, and indeed all of those sponsors who support our initiatives throughout the year.

As our year comes to a close, we look forward to the next, where we will endeavour to build on our successes and



Canadian Public Relations Society

Manitoba Society

improve our programs and events for our membership. As we turn the page to our next fiscal year, we look forward to continuing to recognize the excellent work that is happening here in Manitoba in the public relations and communications industry.



Canadian Public Relations Society

Manitoba Society

Financial Statement: David Hultin, APR

CPRS Manitoba Chapter, Financial Summary
May 1, 2017 – April 30, 2018

CPRS Manitoba Chapter, Financial Summary May 1, 2017 – April 30, 2018

Opening balance (as at May 1, 2017):	\$ 18,937.55
REVENUE	
2018 MCoY sponsorship + tickets	\$ 2,440.00
2018 MCoY in kind sponsorship	\$ 1,365.00
Programming ticket sales	\$ 3,714.62
CPRS membership dues	\$ 3,182.36
RRC in kind sponsorship of meeting space	\$ 1,200.00
Revenue:	<u>\$ 11,901.98</u>
EXPENSES	
Programming	\$ 5,447.09
2018 MCoY Winner Donation	\$ 500.00
2017 & 2018 Student Award RRC	\$ 1,000.00
2017 Student Award UWinnipeg	\$ 500.00
2018 MCoY	\$ 562.39
Board insurance	\$ 802.44
Eventbrite fees	\$ 312.19
PO Box	\$ 199.50
Administration & web hosting	\$ 1,916.69
MB Companies Registration	\$ 25.00
Expenses:	<u>\$ 11,265.30</u>
Closing Balance (as at April 30, 2018):	<u>\$ 19,574.23</u>
ACCOUNTS RECEIVABLE	
Total Accounts receivable	<u>\$ -</u>
NET REVENUE	<u>\$ 11,901.98</u>
ACCOUNTS PAYABLE	
Total Accounts payable	<u>\$ 2,178.77</u>
NET EXPENSES	<u>\$ 13,444.07</u>
*Net Income	-\$ 1,542.09



Canadian Public
Relations Society

Manitoba Society

Secretary's Report: Tammy Sawatzky

The secretary has ensured all board contact lists are up-to-date and maintained, drafted agenda, 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 will contact the University of Manitoba archives and deliver CPRS meeting minutes and Annual Reports from 2016-2018 in early July.



Canadian Public Relations Society

Manitoba Society

Programming Report: Chris Albi, Jennifer Pawluk, Samantha Lapedus

OVERVIEW

After a meeting in July 2017, CPRS Manitoba identified a theme for our 2017/18 programming: Let's Get Tactical.

FALL KICK-OFF MIXER

Held at Fools & Horses on September 28, 2017, CPRS Manitoba celebrated the start of the fall season with the announcement of upcoming programming, as 28 tickets were sold in advance (with most attending, along with a few walk-ins).

JOINT HOLIDAY MIXER

Held at Balmoral Hall School on December 7, 2017, CPRS Manitoba collaborated with IABC Manitoba and Ad Association of Winnipeg once again to host a seasonal networking event. CPRS Manitoba, along with IABC Manitoba, coordinated event management, planning the venue, graphic design, menu, door prizes, and more. CPRS Manitoba split costs 50/50 with IABC Manitoba. With 60 guests attending.

PROFESSIONAL DEVELOPMENT EVENTS

First, CPRS Manitoba hosted an hors d'oeuvres reception, contracting Diversity Catering, at Manitoba Sports Hall of Fame within Canada Games Sport for Life Centre on October 25, 2017, with Sarah Tone, Communications Manager, David Hultin, APR, Communications Coordinator, and Rielle Nault, Web & Social Media Coordinator presenting "A Case Study of the 2017 Canada Summer Games in Winnipeg" — 29 people registered.

CPRS Manitoba hosted a luncheon, contracting Diversity Catering, at Millennium Library on November 14, 2017, with Jennifer Pawluk, Communications Specialist at Balmoral Hall School, presenting "How to Shape a Culture of Storytelling" — 15 people registered.

Finally, CPRS Manitoba hosted a luncheon at Winnipeg Winter Club on March 14, 2018, with Adam Dooley, President of Dooley Communications, and Clare MacKay, Vice-President, Corporate and Community Initiatives of The Forks North Portage Partnership, participating in "A Thought Leaders Panel on Brand Engagement & Reputation" — 39 people registered.

CPRS Manitoba held a signature professional development event in May with Dan Tisch, APR, FCPRS, on the discussion of the Future of PR. This was held at the Fort Gary Hotel with more than 80 guests in attendance. CPRS Manitoba also held a "Leaders Roundtable" with Dan Tisch, APR, FCPRS, where 14 senior practitioners attended.



Canadian Public Relations Society

Manitoba Society

BREWS & NEWS

Three “Brews & News” meetups were organized in 2017/18.

The first was held at SMITH on August 17, 2017, and it was one of our most highly attended “Brews & News” meetups ever, with 10 attendees registered in advance and at least 15 CPRS Manitoba attending in total.

The second was held at Forth on October 12, 2017, with a conversational starter on tactics; it was attended by half a dozen CPRS Manitoba members, although eight had registered in advance.

The third was held at One Great City on February 15, 2018. Dubbed “PR Pros Rock the House,” we invited two special guests, Monique LaCoste and Kyle Jahns, who shared their experiences with Olympic curling communications. It was attended by at least 10 CPRS Manitoba members, although 13 had registered in advance.

SUMMARY

While regular CPRS programming experienced 10 less attendees than previous years. The quality of our speakers, and topics was exceptional, resulting in engaging discussion and re-engagement from former members, and also attracted new members and new board members to the society.

Making our events more accessible allowed for greater engagement with our student members. Generally CPRS has an average of 28 – 30 attendees per session. When engaging more senior practitioners in panel discussions attendance increases to 35 – 40 attendees. It’s recommended that CPRS Manitoba increase their PD sessions from 3 – 5 per year, and focus on more senior practitioners in our province, and focus on sessions that cultivate discussions and case studies.

Registration for the fall mixer is increasing, gradually, from 16 people registered in 2015 to 24 in 2016 and 28 in 2017.

Registration for the holiday mixer in 2017 remained nearly on par with that of 2015 and 2016 (i.e. 30–40 CPRS Manitoba members and guests registered), although it is worth noting that costs were considerably less in 2017, with IABC Manitoba absorbing half (rather than one-third, as in 2016, for example).

Registration for Brews & News increased slightly from an average of 7 attendees per meet-up in 2016/17 to 10 in 2017/18, although the average meet-up attendance in 2015/16 was 13.

Overall the PD team was coordinated and executed our events this year in a very professional and engaging way. CPRS should take a more collective approach to coordinating PD programming in order to increase events to 5 PD sessions a year. Not only will this continue to enhance the quality of programming CPRS offers, it will draw from a broader group of expertise to make them even more successful.



Canadian Public Relations Society

Manitoba Society



Kick Off Mixer at Fools & Horses.



David Hultin APR, Sarah Tone and Rielle Nault presented A Case Study of the 2017 Canada Summer Games in Winnipeg.



Adam Dooley addresses the lunchtime crowd on Brand Management and Reputation.



Canadian Public Relations Society

Manitoba Society

Membership Report: Laura Curtis

The year 2017-2018 was a successful one for membership in CPRS Manitoba. As of March 30, 2018, the chapter had a total of 59 full members and 57 student members. While there was a 10% decrease in the number of full members, student membership numbers increased by 72%. Historically, this is a high number of student members. CPRS continues to engage students enrolled in Winnipeg public relations and communications programs as well as having student representation on the Board.

Overall the membership program experienced an increase of 18% over the previous year. During National's Membership Month (held annually in March) CPRS Manitoba experienced a 7% increase. The Chapter continues to engage potential new members through a peer-to-peer approach both at networking and professional development events and when opportunities arise.



Canadian Public Relations Society

Manitoba Society

Accreditation Report: David Hultin, APR

APR

In 2017, four CPRS Manitoba members as well as one CPRS member from outside the province pursued accreditation. (CPRS Manitoba agreed to 'adopt' the member from outside the province at the request of CPRS National.)

Three candidates were granted the APR, while one candidate deferred and one candidate was unsuccessful.

The list of CPRS Manitoba accredited members includes:

Terry Aseltine, APR, Fellow CPRS, LM

Carl Radimer, APR, Honourary Fellow, LM*

Deborah Bowers, APR

Carolyn Rickey, APR

Brenda J. Bazylewski, APR

Pam Simmons, APR

Robert H. Drain, APR, Honourary Fellow, LM*

Estelle Sures, APR, LM

Hilary Friesen, APR

Elizabeth Wheeler, APR

Brian Garagan, APR

**deceased*

David Hultin, APR

Marlene Klassen, APR

Lorne Kletke, APR

Conor Lloyd, APR

Melanie Lee Lockhart, APR

T. Kent Morgan, APR, LM

Warren Preece, APR



Canadian Public Relations Society

Manitoba Society

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 2019 APR process, including an overview of the planned work sample project, are due to National Office by December 1, 2018. 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.

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.



Canadian Public Relations Society

Manitoba Society

Communications Report: Trenton Burton, Chris Albi, Katrina Sklepowich

2017/2018 was yet another busy year for the communications committee.

This year, we continued to use Eventbrite and MailChimp for all event e-blasts, and our website redesign continues to draw in members to learn more about our events and resources.

Our social media communications this year focused mostly on Facebook and Twitter. We created Facebook events for all our professional events and mixers, which played an important role in expanding reach. As an example, an attendee at one of our Brews & News event had never heard of CPRS before but had seen the Facebook event and decided to attend.

We generally avoided paid promotions with the exception of our MCOY awards. We used our budget on Facebook, as initial engagement on Twitter was stronger and Facebook promotions generally provide more value.

We saw moderate growth on all social media platforms in 2017-18:

- Twitter - Twitter was our most active social media channel, growing from 1,770 followers to 1,904 followers (134 new followers). On average, we tweeted 25 times and earned more than 14,000 impressions per month from September 2017 to April 2018.
- Facebook - From March 31, 2016, to May 1, 2017, total page likes on Facebook grew from 339 to 385 (nearly 50 new followers).
- LinkedIn - The LinkedIn page saw less attention but did experience some growth, going from 101 likes to 118 (17 new followers).

Our website saw 5,531 views from September 2017 to April 2018. We haven't experienced any major issues with our new theme.

Twitter	Facebook	LinkedIn
1,770 followers to 1,904 (128 new followers)	Likes on grew from 339 to 385 (46 new likes)	101 likes grew to 118 (17 new followers)



Canadian Public Relations Society

Manitoba Society

Ongoing Recommendations:

Going forward, we should secure a board member with LinkedIn skills, or find someone on our current slate with LinkedIn experience to consult on our strategy. Our LinkedIn presence was comparably weak in comparison to our other platforms. And with organic engagement on Facebook dwindling, LinkedIn may prove to be a more useful platform moving forward.

Having two board members doing social media was extremely helpful – we should aim to have two in the future.

We should also find someone with web experience to help maintain the technical side of our website. While WordPress is easy to use and there haven't been any problems, having someone with advanced web skills would be valuable in case of any emergencies.



Canadian Public Relations Society

Manitoba Society

Sponsorship Report: christopher Dean

CPRS Manitoba welcomed the creation of a new Sponsorship Chair board position for the 2017-18 year. The Sponsorship Chair was responsible for spearheading all sponsorship initiatives for CPRS MB, reaching out to and managing any and all in-kind and financial partnership opportunities for the Society. The 2017-18 year saw both new and returning partners provide support for our Manitoba Communicator of the Year (MCOY) awards gala and our breakfast keynote with Dan Tisch.

MCOY

We are extremely grateful to our sponsors for supporting our annual Manitoba Communicator of the Year awards gala. Red River College and the University of Winnipeg PACE once again supported MCOY as our Student Sponsors. We welcomed back Print Express and Copy Company as our print sponsor and McKim Communications Group as our design sponsor. Our venue sponsor, Assiniboine Park Conservatory, welcomed us into their beautiful newly renovated Pavilion event space. We also had Eden Carter Media as our photography sponsor to help us capture the night's event

Dan Tisch Breakfast Keynote

CPRS Manitoba had the opportunity to bring Dan Tisch, CEO of Argyle Public Relationships, to discuss the future of public relations at a breakfast keynote event. We were extremely happy to welcome back a former sponsor, Great West Life, the presenting sponsor of our breakfast event. Dooley Communications and Manitoba Hydro helped support our event through their generous corporate sponsorship. Wawanesa Insurance helped support our event and our student membership by coming on as our student sponsor.

Overall, CPRS Manitoba was able to secure close to \$5,000 of in-kind and monetary contributions in the 2017-18 year from our generous partners. We are extremely thankful to all sponsors who supported the initiatives of our board and look forward to building these relationships in the years to come.



Canadian Public
Relations Society

Manitoba Society

Student Liaison Report: Daniela Whelan (RRC) and Kelli MacKay (UW)

Student liaisons give the board a perspective on what the young professionals and students in the Creative Communications and PACE programs are interested in learning. They also inform their classmates about the great activities and opportunities provided by CPRS Manitoba. The Red River College liaison post began in July 2017, while The University of Winnipeg PACE liaison was appointed in October 2017, as per the start dates for each program.

The student liaisons collaborated to plan and execute a mixer for students and professionals called Networks + Experts. The event successfully brought together students from the Creative Communications and PACE programs to participate in an educational panel.

Kerri Twigg, Career Stories Consulting, moderated the panel and donated the event's grand prize a Strategic Work Session.

The panel consisted of guests Peter Chura, Jackie Wild, and Laura La Palme, three respected communicators in the public relations field. They discussed their respective experiences in the communications field, how communicators interact in their positions, freelance communications, and any advice they had for students.

The event was attended by more than 30 guests, 20 of them being students from the Creative Communications and PACE programs. The event received positive feedback from both attendees and panellists.

The student liaisons acted as representatives at other networking events held by CPRS Manitoba, such as the Fall and Holiday Mixers, panel discussions, and Brews N' News.



Canadian Public Relations Society

Manitoba Society

2018-2019 Slate of Candidates

Elected Positions

President – Susan Harrison (two-year term to end spring 2020)

Past President – Conor Lloyd, APR (two-year term to end spring 2020)

Vice-President – David Hultin, APR (two-year term to end spring 2020)

Treasurer – David Hultin, APR

Secretary – Melanie Loeb

Accreditation – Monique Chenier, APR

Membership – Kelli MacKay, Katrina Sklepowich

Professional Development – Chris Albi, Laura Curtis, Stephanie Fung, Dana Giesbrecht, Palvasha Shoab

Communications – Trent Burton, Laura Curtis, Chanel Lovlin, Daniela Whelan, Matt Worobec

Sponsorship – Chanel Lovlin, Daniela Whelan

The positions of President, Vice-President, and Past-President are entering the first of a two-year term, and are up for election. All other positions are one-year terms and are also up for election.