

October 2004

President's Message

By Henry Stevens, APR

I'm sorry I had to miss the October event with Bruce Cameron (profiled elsewhere in this issue). It sounds like it was a terrific event and, based on it selling out, certainly resonated with the PR community.

If you were one of the forward-thinking people who registered early to ensure you got a seat, I think you'll agree the year is off to a great start. The October event is just one of several exciting CPRS Calgary developments since the last issue of Maxim.

The CPRS student Board members held their first – also successful – event for students in local communication programs. There's more about that in this issue as well.

We have added half a dozen new members since September 1, which is great to see. As we edge ever closer to our hosting of the 2005 national conference next June, don't forget CPRS members get the cost of their dues back just by taking advantage of the member rate for the conference. That's something to keep in mind when registration opens for the conference and it's something to be shared with public relations practitioners considering membership.

If you haven't been regularly visiting the CPRS Calgary Web site, you may be missing out on opportunities. The site has featured a number of different job opportunities and also, right now, includes an open RFP. The site is also your link to upcoming events – both from CPRS and from other organizations. Just in case you haven't already got it bookmarked, it's at www.cprscalgary.org.

On the Board front, I'm delighted to report that Bonnie Elgie, APR has been elected President-elect of CPRS Calgary. In addition to taking on that role, which includes chairing the nominating committee for next year's Board, Bonnie will be looking after the CPRS Calgary sponsorship portfolio.

We've got another outstanding event scheduled for November. I hope I'll see you there.

Contact Henry at 403-531-0331 or hstevens@national.ca.



The Canadian Public
Relations Society
Calgary Member Society

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Indy500: Calling All CPRS Consultants

By Susan Elford, APR and Monique Chenier

Are you ready to accelerate your business? Then CPRS has the forum for you. Indy500 is an initiative to provide resources to help CPRS Calgary's independent consultants accelerate their businesses through business development opportunities, an online consultant directory, business management support, online resources, networking and problem-solving support.

Watch your e-mail for details of an upcoming networking event specifically for independent consultants. This event will provide an informal environment for member consultants to become better acquainted with other member consultants and learn their areas of expertise. The benefits of networking with what many consider to be competitors can include business referrals, collaboration on a project and simply having fun meeting new people. We'll also poll attendees on the types of future events they would be interested in – so think about what you need to accelerate your business and let us know at this event or e-mail Monique Chenier of Chenier Communications at mpchenier@shaw.ca.

Consultants, if you haven't already heard from her, Susan Elford, APR of Elford Communications will be contacting you to see if you'd be interested in listing your company on the CPRS Calgary Web site at www.cprscalgary.org. We are developing a free Consultant Directory on the site exclusively for CPRS Calgary members who consider themselves to be independent consultants. We will be requesting the following information: your name, designation, company name, contact information, website address and a 100-word profile (e.g. industry experience, education and area of expertise or special interest). Fast track your participation by contacting Susan directly at sjelford@telus.net. We'll also be working on initiatives to drive traffic to the site so organizations looking for public relations and communications expertise know where to get help in their search.

Are you ready? We sure are. Look for an upcoming e-mail with more details on the launch date of the online directory and details of Indy500 events.

If you would like to join the "pit-crew" helping drive the ongoing development of this initiative, please contact Monique Chenier of Chenier Communications at mpchenier@shaw.ca.

www.cprscalgary.org



It's Time to Think about Becoming Accredited

By Shirley Popadiuk, APR

Application Deadline is December 1

If you are considering pursuing your accreditation certification, the deadline for submitting your application is December 1, 2004 for acceptance into next year's program. Attaining your APR (Accreditation in Public Relations) designation has many benefits for practitioners, whether you have been working in the public relations field for 5 years or 25 years.

Some of the benefits include:

- Improves career opportunities and advancement;
- Improves potential for higher career earnings;
- Increases knowledge and understanding of your profession;
- Enhances professional image and peer recognition;
- Establishes professional credentials similar to other professions (i.e. CMA, CGA); and
- Demonstrates to employers your commitment to your profession.

Who is eligible for accreditation and what is involved?

The accreditation program is available to CPRS members with at least five years of full-time experience (not necessarily five years consecutively) in the profession. It is a process that measures and recognizes an individual's depth of knowledge and competence in the field of public relations. Certification consists of a three-part accreditation examination consisting of:

- A work sample outlining a project or program you have led or participated in during the past two years. The work sample deadline is April 1.
- A 3 ½ hour written examination that covers a wide range of topics within the field of public relations and consists of six short-essay questions and the development of a communications plan based on one of the scenarios described in the exam.
- An oral examination of approximately 30 to 45 minutes designed to help examiners learn more about your experience and understanding of public relations. The written and oral exams are held in the fall, usually within a two-day timeframe.

How do I apply?

Applications for accreditation and the Accreditation Handbook are located on the National CPRS Web site at www.cprs.ca under the heading "Accreditation". Before you apply, it is recommended that you first review the APR Handbook. The handbook describes in detail all the requirements of the accreditation process.

Your application must be accompanied by:

- A current resume outlining your experience in public relations;
- A letter from your employer and/or client(s) certifying that you are currently employed as a public relations practitioner. This letter should include confirmation on your length of employment;
- A \$ 400 application fee;
- The names, addresses and phone numbers of three people who are familiar with your work and who are willing to attest to your eligibility and professional conduct. Two out of three members must be accredited members of the Society.

Application materials should be sent to the National CPRS Office by the December 1 deadline. Once the national office has received applications, the Eligibility Committee of the National Council on Accreditation reviews them and candidates are notified by the end of January about their status in the program.

Support to candidates is provided by the local chapter, which offers orientation and information sessions on preparing work samples and getting ready for examinations.

For more information, contact the Calgary CPRS chapter's Accreditation Chair Shirley Popadiuk, APR at telephone: 268-5307 or spopadiuk@shaw.ca

Meet the 2004/2005 CPRS Calgary Board

President & Website Henry Stevens, APR

Senior Consultant, NATIONAL Public Relations

Henry Stevens is a success-focused and creative public relations consultant with more than 17 years experience in public relations and journalism. He joined NATIONAL Public Relations in 2002 following eight years as a consultant with another large communication firm in Calgary, after careers as a broadcast journalist and freelance writer.

A public relations generalist with a focus on high-tech clients, Henry has provided strategic consultation, tactical program implementation and project management for clients including the Canadian Society for Unconventional Gas (CSUG), the Calgary Science Centre, the Calgary Airport Authority, and the Human Resources Institute of Alberta.

Bus: (403) 531-0331
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Past President Mona Gauvreau, APR

Vice President, Public Relations, Hill & Knowlton Calgary

Mona Gauvreau is a public relations professional with over 15 years of national and international experience in strategic communication planning, media relations, community relations and event planning.

Prior to joining Hill & Knowlton, she operated a small full service agency with an impressive portfolio of clients, including the Delta Lodge at Kananaskis, WIC Television (Alberta) and Alberta Economic Development. She has created award-winning campaigns that increased the profile of clients in both the tourism and oil and gas industry on a local, national and international scale.

Bus: (403) 444-5622
e-mail: mona.gauvreau@hillandknowlton.ca

President-elect & Sponsorship and Promotion Bonnie Elgie, APR

Consultant

Bonnie has 15 years experience in media and public relations. Her career highlights include working in print and radio media in Vancouver, corporate communications work for large companies like Standard Life and PanCanadian, and non-profit experience.

Most recently, she has worked for Venture Communications as the company's PR Director. Bonnie's experience extends to fashion, oil and gas, packaged goods, commercial real estate, high-tech, professional associations and professional services. Just recently, Bonnie has started working as a consultant for various clients including the Credit Counselling Service of Alberta. On a personal note, she has an 18-month old son named Ethan who, in her opinion, is the sweetest boy on earth.

Bus: (403) 201-9698
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Accreditation Shirley J. Popadiuk, APR

Strategic Communications Coordinator, The City of Calgary

A new CPRS Board member, Shirley Popadiuk, APR is responsible for the local chapter's Accreditation program. Shirley has 25 years public relations experience and has been employed in the communications field in both the corporate and public sectors (health care, labor relations, human resources, consulting and governments).

In her current role at The City of Calgary, she provides communications, marketing and issue management support to The City's real estate portfolio, which includes affordable housing, construction projects and land development. Shirley also volunteers on the Board of Directors for the Inn from the Cold Society, a non-profit organization that provides Calgary's homeless families and others in need with shelter and assistance.

Bus: (403) 268-5307
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Awards & Recognition & Program & Professional Development Alison Pidskalny

Director, Resource Development, Centre for Affordable Water & Sanitation Technology (CAWST)

Alison Pidskalny is Co-Chair of the Programs & Professional Development portfolio, after serving for two years as Co-Chair and subsequently Chair of the Awards & Recognition portfolio. She has been practicing public relations for 10 years in the energy and consulting sectors and recently accepted a new position as Director, Resource Development, with the Centre for Affordable Water & Sanitation Technology (CAWST).

Bus: (403) 243-3285
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Maxim Amy Tillotson

Coordinator, NATIONAL Public Relations

Amy Tillotson is a coordinator in the corporate practice group in the Calgary office of NATIONAL Public Relations. Since joining NATIONAL in 2003, she has been responsible for media relations, event management, strategic communication research and writing and editing. Her client experience extends to Rogers Wireless, Sleeman Breweries Ltd., Canadian Energy Pipeline Association (CEPA), Merck Frosst, Bayer and PricewaterhouseCoopers.

Bus: (403) 531-0331
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Membership Sarah Nichols

President, Sass Communications Inc.

Sarah Nichols is founder and president of Sass Communications Inc., a local public relations firm specializing in proactive media relations and promotional campaigns.

Bus: (403) 802-0200
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2005 CPRS National Conference Monique Chenier

President, Chenier Communications

Monique Chenier has developed a broad base of communications expertise through more than 10 years experience in various environments. She is currently providing communications consulting through Chenier Communications, helping organizations solve business challenges through effective communications.

As a member since 1997, Monique began her volunteer experience with CPRS in 1998 with the awards committee, coordinating the annual general meeting. The following year, she was acclaimed to the CPRS Calgary Board of directors chairing the committee responsible for launching the digital version of maxim, the member newsletter. She subsequently held the membership portfolio and assisted with implementing the society's new website. Now, as chair of the outstanding committee organizing the CPRS 2005 National Conference in Calgary, Monique is looking forward to hosting delegates from across Canada and the world as they experience western hospitality first hand and "Energize: your work. your life. your world".

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Special Counsel to the Board David McAsey, APR, Honourary Fellow

As the first member to hold the Honorary Special Counsel position on the CPRS Board, David will be individually profiled in the next issue of Maxim.

Bus: (403) 870-3790
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Treasurer Deanna Hansuk, CMA

Deanna is a CMA with fifteen years of progressive accounting and financial management experience. She has worked for both privately owned and publicly traded companies in several industries.

Bus: (403) 686-3631
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U of C Student Rep Nekolina Berlie

Nekolina Berlie is a fourth year Communications Studies student at the University of Calgary. For the past two summers, Nekolina has worked with Human Resources Skills Development Canada as the Public Relations Coordinator for Hire A Student. She is looking forward to graduating this year and entering into the world of public relations!

e-mail: nmberlie@ucalgary.ca

Mount Royal Senior Student Rep Tanya Ristoff

Tanya is a second-year student at Mount Royal College who loves writing, traveling and foreign languages. She has been an active student CPRS member since the summer of 2003.

e-mail: t.ristoff@shaw.ca

Mount Royal Junior Student Rep Jason Krell

"A small town boy in the big city"

Originally from Medicine Hat, Jason Krell has lived in Calgary for almost ten years. Jason worked as a graphic designer before he decided to further his education in the field of communications. He is now in the first year of the public relations program at Mount Royal College. He has also worked in numerous fine-dining establishments and has spent a considerable amount of time working and traveling overseas. During the next year, Jason looks forward to taking part in CPRS events and meeting local members.

CPRS EVENTS GUIDE

UPCOMING EVENT

Business Lessons Learned from the 50 Yard Line

Jo-Anne Polak
Senior Vice President
Hill & Knowlton Canada

During the 1988 Grey Cup festivities in the Nation's Capital, the owners of the Ottawa Rough Riders made history by offering the job of General Manager to their Public Relations consultant. Jo-Anne Polak became the first female General Manager in professional sports.

After three eventful seasons, Jo-Anne Polak, now Senior Vice President Hill & Knowlton Canada, views those three years as the greatest learning experience in her business life. Twelve years later she is applying those lessons to client challenges on a daily basis at Hill & Knowlton.

During Grey Cup week Jo-Anne will be in Calgary and will share her lessons learned relevant to the public relations world and will also give us her insider's view of the current state of professional sports.

Last month's session sold out so RSVP today!

**Wednesday, November 17,
2004**

**Talisman Centre
Riverview Room
2225 Macleod Trail South
(FREE PARKING)
11:30am Registration
12 noon Lunch & presentation
1:00pm Adjourn**

RSVP by Friday, November 12.
Members \$25; Student
members \$15; Nonmembers \$3
Student non-members \$20.
Call the CPRS Info-Line at 230-
6800 for more information or to
register.

EVENT REVIEWS

CPRS and PMRS host joint kick off @ Calgary Zoo

CPRS and PMRS (Professional Marketing Research Society) members had a 'wild' time at their first combined event, kicking off another exciting year for both societies at the Calgary Zoo Thursday, September 23, 2004.

The joint kick off provided members with plenty of opportunity to network with PR and marketing colleagues and learn about the Calgary Zoo's marketing strategy.

A brief association meeting was held for each organization, followed by a sit-down dinner and a presentation by Aaron Cunningham, Membership & Customer Research Coordinator for the Calgary Zoo.

Cunningham's enthusiastic and comprehensive presentation reconfirmed how interconnected marketing and public relations are becoming in achieving organizational goals.

This event certainly set the bar for upcoming CPRS events in 2004/2005. To try and accommodate members' varied schedules, morning, mid-day and evening events will be planned over the course of the year. Look for future events in upcoming issues of Maxim.

The Triumph of Transparency: A New Era of Civic and Provincial Engagement

On Wednesday, October 13, communicators gathered at a sold out CPRS event to hear the insights of Bruce Cameron, President of Cameron Strategy. With civic and provincial elections just around the corner, communicators were enthusiastic to hear what Bruce had to say about the mindset of Calgarians and Albertans. With over 20 years of experience identifying trends and helping clients adapt to change in public opinion, Bruce held his audience captive at the breakfast event.

In his presentation "The Triumph of Transparency", Bruce shared insights from his research to help us understand the "New Era" and what the implications are for public relations. He then discussed what he coins the "Triple Threat": people, technology and place. Bruce concluded with a discussion of "what it takes to win" or how to communicate in this "New Era".

Opening his presentation, Bruce described factors that are shaping the "New Era" in Calgary and Alberta. Research shows there is an optimism gap in Calgary. Younger citizens are more positive to the city's growth than the older generation. Also of interest is Calgarians' increased interest in infrastructure developments. Bruce concluded this portion of his presentation by sharing his findings that public relations campaigns are more focused on life sustaining issues (quality of air water, personal safety, health, etc.) than life enriching (employment, affordable housing, education) or life enhancing (arts & entertainment, sports, natural environment) in this "New Era".

Bruce then discussed the "Triple Threat": people, technology and place. In public relations or political campaigns, the players or people must be identified. The three players are typically citizens, consumers and corporations. Bruce discussed how technology can be used to gather research and how this research is changing the way we interact with the government. Bruce endorsed the use of two-way interactive, information kiosks to bring together technology and the rising consumer desire for self-serve information.

Bruce concluded his presentation with a discussion of "what it takes to win" or how to communicate in this "New Era". Name recognition, identifying and mobilizing support and forming a position on the most important issues of the day provides the foundation for communication and government strategy in our "New Era".

Attendees departed the sold out event contemplating how to use the insightful information in their organizations' civic and provincial government strategies.

NEXT PAGE : Student Event Review

News and Views from Mount Royal College

By Janice Robertson APR, MCS
& Jim Wood, APR, MCS

Hard to believe, but we are nearly half way through the fall semester here in the public relations program at Mount Royal College. Because all of us here at MRC like to stay connected to our CPRS colleagues, there's lots to report.

- On September 25 we heard the final reports from 25 of our third year students on their first directed field study – work experience. We were struck by how much they accomplished, how much they had matured in their approach and presentation style, and by how very pleased they were with their four months in the “real world.” Thank you to each of our workplace partners for making this part of the students’ education so vital!
- Our first year class, as always, has burst onto the scene with all the energy and excitement of young people quite clear on their destiny. At least 50 of you will be hearing from one or more of them as they take to the streets in search of public relations practitioners to interview for their first big assignment. Thanks, in advance, for your patience and your insights.
- We are looking for clients to work with our second semester students starting in January 2005. Our Public Relations Management course offers teams of four students (carefully supervised by faculty) to work with small organizations looking for help with a basic communication plan and the implementation of a special event. Sound like something someone you know might be interested in? Please have them call Janice Robertson at 440-6118.
- We are now posting positions for our graduating class's final work term, beginning in January and running until the end of April. If your organization has \$10.00 - \$15.00 per hour to spare, you too, could have a full-time public relations assistant ready to step in and perform just about any PR task you set – basic writing for a variety of media, event planning, research, basic layout, media scanning/clipping – just imagine how this could transform your life!! Interested? Please call Donna Dunn, our Career Services Coordinator at 440-6231.

SCHOOL DAZE!

STUDENT EVENT REVIEW

Speed Dating PR Style: Networking, New Members and Newcastle Pints

Brew Brothers Pub, located on the one time “Electric Avenue”, was the venue for this year’s first Canadian Public Relations Society student event. This unique Speed Dating experience gave students the opportunity to meet professional members of the CPRS and ask questions about their careers in communications, swap business cards and get to know their fellow public relations students outside the classroom.

Students rotated from booth to booth for 10 minute “dates” with each professional. Questions ranged from education, a typical day, to work environments and even balancing a busy work schedule with family. We were very fortunate to have members representing the non-profit, municipal government consultancy and agency sectors. Each professional had good insight for students who are unsure of where they see themselves after finishing their degrees. It was very beneficial for all to learn about the benefits and challenges of these extremely different sectors.

The event was, for many first-year students, a good starting point to networking with professionals. A special thank you goes out to all of the professionals who took the time to join us. As well, we want to welcome all of our new student members!

This coming year is choc-o-block full of events for students. Contact your CPRS student representative: Jason Krell (jasonkrell@platinum.ca) and Tanya Ristoff (t.ristoff@shaw.ca) at MRC and Nekolina Berlie (nemberlie@ucalgary.ca) at U of C for memberships, information about CPRS and news on upcoming events.



Work Terms Prepare Mount Royal College Students to Hit the Pavement Running

By Denise Summers, Student

Mount Royal College public relations students had the opportunity to showcase their accomplishments during a day-long directed field study presentation to their peers and to members of the Centre of Communications faculty on September 25, 2004. The students, who graduate in July 2005, completed their first directed field study or work term this past summer and the presentation was a chance for them to talk about their successes and challenges.

Students in the Bachelor of Applied Communications Public Relations program complete a four-month directed field study at the end of their second year of studies. A second work term takes place halfway through the third and final year of the program. Employers post job positions through the work experience coordinator and students compete for these postings as they would for any job.

"The students get a sense from the presentations of the broader context of public relations in diverse work environments that may interest them," says Jim Wood, a full-time instructor in the public relations program.

Positions for the past work term ranged from internal communications for a large energy company to media relations support for the agriculture/food industry to event planning for the arts and culture scene.

"The benefit to employers is that they get enthusiastic and talented individuals who can make a substantive contribution. It is also an opportunity for employers to participate in the growth of the profession – the notion of 'giving back'. But really, for a lot of employers, especially, it is their only chance, on tight budgets to get some sorely needed communication expertise," says Wood.

Students are required to complete two reports and a final paper on their key learnings about public relations and organizations and to relate their workplace experiences back to the communications courses they have taken.

"The directed field study is, in my opinion, one of the primary reasons our program is so successful in terms of graduate success and satisfaction. Information learned from instructors in the classroom is the foundation, but it is the application of these skills in the real world of work that cements and hones the skills they will need as professionals," says Janice Robertson, chair of the public relations program.

Several organizations are repeat clients and some students have gone on to permanent positions with these employers. There are many Mount Royal College alumni who recommend potential employers contact the work term services office.

For more information about directed field study opportunities, please contact Donna Dunn, Work Experience Coordinator, 440-6231 or ddunn@mtroyal.ca.



My work term at Shell this past summer really allowed me to put my skills into action. I was treated as a full member of the company's public affairs team and had chances to work on several high profile projects. Best of all, I worked with a great group of communication professionals who took the time to share their wisdom," says Jana Saunderson, who continues to work at Shell Canada and is planning to do her second directed field study there.



Jill Iverson, who worked at The Calgary Exhibition & Stampede for her work term, agrees with Saunderson. "Working for the Calgary Exhibition and Stampede allowed me to develop practical skills in an accelerated and exhilarating learning environment. The experience gave me confidence in my professional skills and reassurance that I can indeed practice public relations competently. The experiences I had and the contacts I made will last throughout my professional career."

Is business coaching for you? A unique approach to internal communications

By Lynette Lefsrud

We've all experienced it. The boss that just doesn't see things your way. Co-workers who laugh and gossip like they're still in high school. An assistant who just doesn't seem to understand your requests and continues to get it wrong.

So what is the problem and how do you fix it?

According to Janet Wright, partner with Baxter Bean, a business training company, business coaching can help solve these types of communication problems."

"Everyone has a unique way of communicating in the working place but it needs to be flexible to be effective," says Wright. "That's where I get involved. Business coaching works on communication skills, relationship building, conflict resolution, and management styles."

Wright says business coaching is a great way to view the difficult situation from a new perspective. She works with her clients to evaluate where there are issues and determine what led to this problem.

When you take a step back you realize that maybe the boss is a great visionary but just can't settle down into the details. Those co-workers could easily just have the same communication style and it is easy for them to share information. And maybe your assistant is so nervous about getting it wrong that she doesn't want to do anything for fear of making a mistake.

Business coaching also often introduces a behaviour style assessment. These colour-coded identifiers help put a description to the many behaviour styles you encounter in the work place.

"For example two opposing styles are Blue and Yellow," says Wright. "Blue is very detailed and analytical – a task oriented introvert, while Yellow is more of a big picture person – people oriented extrovert. When these two personality types meet it doesn't mean there will be an automatic problem, but since they have less in common than other types there is more potential for a misunderstanding."

With a little more business coaching you realize that your boss is indeed a Yellow – a person who looks at the big picture, is very conversational and enthusiastic about projects but doesn't get bogged down in the details. And through this process, you realize that you are a Blue – someone who is very analytical and focused on how projects will fit into the process. You tend to get really involved in the inner workings of a project and don't even realize that you haven't expressed the excitement for the project that your boss is looking for.

Once personality styles are identified, then it is time to put that knowledge into action.

"I work with professionals to create specific tasks and meet goals. These tasks encourage my clients to introduce new ways of communicating into their daily work," says Wright. "I provide support and assistance, as well as new ideas for tackling issues throughout the process."

"It is a relationship of equals that allows and encourages professionals to smooth out the rough edges of their communication styles and enables them to move forward in business."

With a little more training and practise, you realize that Blues and Yellows may never merge to become green, but you now know how to adapt to different communication styles. You not only understand that your boss is a Yellow but you also know how to provide the enthusiasm he is looking for from you. And the best part of the coaching is that you have figured out how to get the details you need to do your job in the logical, straightforward manner that is clearly Blue.

Note from the Editor

AMY TILLOTSON

Thank you for all of the fabulous contributions to this month's Maxim. Tara Mason, Maxim Committee Leader, and I are extremely excited about the content and hard work of our committee this month. You too can join the Maxim Committee and commit as little or as much time as you want. Article submissions are also welcome. We are looking for articles on emerging trends, issues and practices for upcoming issues. Please e-mail me any comments or ideas.

E-mail: atillotson@national.ca

NEXT ISSUE!

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- 2005 Conference Preview
- Your complete guide to Networking
- Meet the Members: Senior Practitioner Profile
- Marketing Communications: The Nightmare Before Christmas
- Communication Theories in the Working World: U of C

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