

September / October 2003

## *Message from the President...*

We experienced a wonderful summer in Calgary, but as everyone is saying, where did the time go? The 2003/04 season is upon us and your new Board is ready to face the challenge that awaits.

We met in July to discuss our challenges and identify our goals for the year and alas, I already find myself apologizing for failing on one of our most important: Communication. Due to some technical and transition glitches, it seems many of you did not receive notice of our kick-off event. I apologize and assure you that this is changing.

The very best communication is two-way communication and it is one of our goals for this year. We are committed to keeping you better informed and we hope that in turn, you will provide us with feedback as to how we are doing and what we can do better.

We are often asked what are the benefits of membership? The #1 answer is networking – the opportunity to meet like-minded professionals, compare notes, learn from their successes or failures. Professional development is next. These two benefits are the ones we tend to focus on through our monthly events – by presenting speakers and topics that we feel are relevant to our profession. But, are we right? Are these monthly events meeting the needs of our membership?

There is an argument to be made that they are not. In fact, our monthly events draw an average of about 30 participants, 50% of whom are non-members. Is it the topic, the time commitment or the cost? We know that at any given time the decision to attend an event is influenced by any one of these, but given the fact that just over 30% of our local members are independent consultants, I'd suggest that all three are factors.

So, you will see us introducing some new programs this year, new ways of networking and a renewed effort to attracting new members to our association. Our success will depend on you. The Board is working on your behalf, so communicate with us. Let us know what you do or don't like.

A great place to start is by checking out the new website [www.cprscalgary.org](http://www.cprscalgary.org). Through the tireless efforts of Board members Simon Whitfield and Monique Chenier, we have a new sponsor – Clarity and an excellent new website that will continue to evolve and should be your #1 source for information and updates on what's happening in our profession in Calgary.

Changes don't happen overnight, but they will come quickly and I hope that by the end of my term you will be pleased with the direction we are taking.

-Mona Gauvreau

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## Lifetime Members Honoured

*Two distinguished CPRS members were honoured with lifetime memberships at the CPRS fall kickoff on September 25, 2003. David Annesley, APR and David McAsey, APR received the special memberships as a result of their outstanding contributions to CPRS and the public relations profession as a whole. Congratulations and thank you both for your many years of hard work and dedication.*



*David Annesley, APR (left) and David McAsey (right) honoured at the CPRS kickoff in September.*

Member Profile: David Annesley, APR

by Bennett Thomas

David Annesley has worked in PR since 1963 and has been a member of CPRS since 1965. His first "real job" was as Assistant Physical Director and Youth Work Secretary at the Montreal Central YMCA for five years starting in 1957, the year he enrolled with Sir George Williams University, now Concordia. While he was doing this he discovered he was spending a lot of time communicating with the public and realized that public relations was his true talent.

David's first PR job was with Canadian Western Natural Gas, now ATCO Gas. He went to work for Baker Lovick in 1968 and then formed his own PR Consultancy in Edmonton in 1970. Two years later, he joined Molson's Western Breweries Divisional Head Office in Calgary where he worked as Advertising and Packaging Manager and later as Manager of Public Affairs. In 1975 he started working for the Government of Alberta, first with the Department of Business Development and Tourism, then with Energy and Natural Resources. After leaving the Government in 1983, David became Dome Petroleum's Manager of Public Affairs. When Dome was sold off to AMOCO Canada in 1988 he became its Manager of Public Affairs. In 1993 he was Director of Government and Public Affairs for Trans Canada Pipelines until he retired in 1998.

While he was a member of CPRS, David was an accreditation examiner for three years and the Sponsorship Chair for the National CPRS Conference in Calgary in 1968. From 1987-1988, he was Vice-President of CPRS Calgary and from 1998-1989 he was its President. David received CPRS's first Master of Communications Award in 1991 and he won the Philip A. Novikoff Award for Recognition of Superior and Outstanding Service Over Time as a Public Relations Professional the same year. He also set up Mount Royal College's public relations internship program. Since then, David has worked as a consultant part-time and sat on the Mount Royal College PR Program Advisory Board.

He offers the following advice to anyone who wishes to enter the PR industry: "Get a degree in PR. Don't ever take 'a job'. Find a job that takes you towards your ultimate goal and network, network, network."

## 2004 Accreditation Candidates Face Dec. 1 Deadline

*Melissa Rolfe, APR & Diane Rennie APR*

When it comes to pursuing your APR designation, it pays to plan ahead. The deadline for applying for next year's exam process is December 1 of this year.

Eligible candidates—those with five or more years of full-time experience and currently working at least half-time in PR—have been contacted by the Society to encourage them to apply.

The December 1 application must include your current résumé; three references, including two from accredited members; a statement from your employer or client affirming your current role in PR; confirmation of length of service from your employer or client; and a \$400 fee. The application form—available from the Calgary or national office—takes only a short time to complete.

Still not sure accreditation is for you? CPRS points out there are numerous advantages for members:

- Accreditation presents professional credentials specific to public relations.
- It increases a practitioner's competitiveness in seeking a new job, as increasingly more employers are requiring or preferring accredited professionals.
- It provides an opportunity to test and validate one's knowledge, experience, methods, and philosophies toward communications practice.
- It provides an excellent professional development experience.

In addition to the benefits to the individual practitioner, proponents of accreditation maintain that it benefits the profession as a whole, by fostering the professional interests of all practitioners, unifying and advancing the professional stature of PR, and regulating the practice for the benefit and protection of the public interest.

The accreditation process comprises three parts: a work sample due in the spring and a written and an oral exam in the fall. Beginning last year, and following a recommendation from the national accreditation task force, candidates have been given an extra half hour to complete the written exam; it is now 3.5 hours in length.

Application forms are available from the Calgary or national offices. Diane Rennie, APR, is the local accreditation chair and she can be reached at [drennie@creditcounselling.com](mailto:drennie@creditcounselling.com).

If you've been thinking about earning your APR, with the December 1 deadline approaching, now is the time to start your application. Watch for details about an information session to be held the first week of November.

### NEW WEBSITE LAUNCHED

CPRS Calgary is pleased to officially announce our new website. The website design and content management is courtesy of our new three-year sponsor Clarity Enterprise Internet Development ([www.clarity.ca](http://www.clarity.ca)). With Clarity's content management tool we can add new information on upcoming events, accreditation, job postings, etc. to our membership in minutes instead of days. This website will become one our most important communication tools with membership and will also allow us to solicit your feedback with Clarity's quick poll tool. In the weeks and months ahead continue to watch our website [www.cprscalgary.org](http://www.cprscalgary.org) for new updates, job postings, upcoming events, quick poll questions and information for CPRS Calgary members. For more information on the website, contact Simon Whitfield at [simon.whitfield@shaw.ca](mailto:simon.whitfield@shaw.ca).

See Page 10 for information on Clarity Enterprise Internet Development.

[www.cprscalgary.org](http://www.cprscalgary.org)  
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## Meet the 2003 / 2004 CPRS Calgary Board



### Mona Gauvreau, APR

**Portfolio/Board Position:** President

**Years involved in CPRS:** Member for ten years. Four years on the Board.

**Primary goal for portfolio this year:** I want to finish my term knowing that I have helped each of the portfolio chairs achieve their objectives and lead the effort to raise our profile and increase membership.

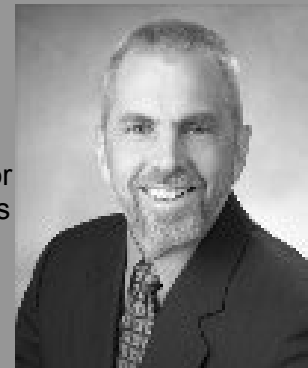
### Henry Stevens, APR

**Portfolio/Board Position:** President-elect

**Years involved in CPRS:** Member since 1991. Second time on Board.

**Primary goal for portfolio this year:** My primary focus will be on PR for PR, promoting CPRS Calgary and the profession to employers, members and prospective members.

**Volunteer opportunities within portfolio:** None, but always open to ideas as to how we can increase awareness of, and support for, CPRS Calgary.



### Sneh Seetal

**Portfolio/Board Position:** Secretary / Communications

**Years involved in CPRS:** Six

**Primary goal for portfolio this year:** Keep things organized, operate efficiently, and have a bit of fun along the way.

### Joanne Stanzeleit

**Portfolio/Board Position:** Treasurer

**Years involved in CPRS:** This is the first one!

**Primary goal for portfolio this year:** Provide useful information to Board members regarding financial aspect of each portfolio.



### Diane Rennie, APR

**Portfolio/Board Position:** Accreditation

**Years involved in CPRS:** 15+

**Primary goal for portfolio this year:** Work with Accreditation Chairs across the country to facilitate the success of APR candidates and increase awareness of the value of public relations brings to business.

**Volunteer opportunities within portfolio:** First I would like to thank the APR mentors who responded to candidates this past year. I would like to take your commitment to the next level. Quebec has had the highest accreditation success rate of any chapter for years.

They attribute this success to their accreditation study program. APRs within the society present mini-workshops on specific topics, and guide candidates through past exam questions. I know Calgary has the expertise to be at the top - I look forward to hearing from APR's who are willing to help put a program in place. PS - Any one up for an APR golf tournament?

### Alison Pidskalny

**Portfolio/Board Position:** Awards & Recognition

**Years involved in CPRS:** On and off for 12 years as a student and professional

**Primary goal for portfolio this year:** Work collaboratively with the Edmonton chapter to develop an Alberta-wide recognition program that will set the standard for other chapters across Canada. My first priority will be to recruit a motivated team of volunteers who will help make this ambitious vision a reality.

**Volunteer opportunities within portfolio:** In the short-term I am looking for one or two volunteers to work as part of a provincial "task force" to plan how a provincial program will work, from the ground up. Over the long-term, I will need a larger group who will be charged with staging the first provincial awards gala - everything from event and sponsorship planning, to publicity and member communications.



### Bonnie Elgie, APR

**Portfolio/Board Position:** *maxim*

**Years involved in CPRS:** Six years – three in Edmonton and three in Calgary. Second year on Board.

**Primary goal for portfolio this year:** Working with my volunteers, I'd like to continue to see the content of the newsletter evolve so that it becomes an increasingly useful information tool for all members.

**Volunteer opportunities within portfolio:** If you like to write or enjoy editing, I'd love to hear from you!

**Ahead...**

**More profiles!  
Student members!**



## Simon Whitfield

**Portfolio/Board Position:** Website

**Years involved in CPRS:** Five years

**Primary goal for your portfolio this year:** With the launch of the new website ([www.cprscalgary.org](http://www.cprscalgary.org)) our main goal is to provide up to date information that is of value to CPRS Calgary membership and to use the website to solicit feedback from members with the new online quick poll and if applicable, use this information to make improvements to our communications with our members.

**Volunteer opportunities within portfolio:** Our new website has just launched with the addition of Clarity's content management tool and consequently, our volunteer opportunities have changed. We are currently in the process of developing new volunteer positions for CPRS members, please watch the website in the weeks and months ahead for more details.

## Monique Chenier

**Portfolio/Board Position:** 2005 Conference Chair

**Years involved in CPRS:** Member since 1997. Have held several Board and committee positions.

**Primary goal for your portfolio this year:** My primary goal is to build and motivate an exceptional conference committee to plan and implement a successful, profitable and fun conference hosted by CPRS Calgary in 2005.

**Volunteer opportunities within portfolio:** The five sub-committees are looking for excited and dedicated volunteers now and as we get closer to the conference in June 2005. Details on committees and the appropriate contacts are available on the CPRS Calgary website.

In addition to the profiles above, the following individuals are also members of the Board. Watch for their profiles in upcoming issues of *maxim*.

**Shawn Kelly, APR** – Past President

**Sarah Nichols** – Membership

**Carolyn Slipp** – Interim Program and Professional Development

**Sandra Hatch** – Program and Professional Development

## Meet our Student Representatives

### Sara Schwarz

#### Mount Royal College Student Representative

**Years involved in the CPRS:** Since February 2003

**Primary goal:** My goal for the year is to assist CPRS in bridging the gap between students and practitioners. I will help increase student knowledge of the association through the strategic planning and implementation of student/professional events, CPRS special event promotion and classroom visits.

**Volunteer Opportunities:** Students can find my contact information on the CPRS Website if they wish to volunteer at a student/professional event.

**Potential volunteer jobs:** Ticket Sales, Event Promotions, Set-up/take-down and Sign-in

### Sally Collins

#### Mount Royal College Senior CPRS Representative

**Years involved in CPRS:** This will be my second year.

**Primary goal:** This year we would like to increase student membership in CPRS, as well as increase attendance at CPRS student and professional events. We hope to promote CPRS as an excellent organization to help students become involved with the professional community.

### Dena Uncles

#### University of Calgary Student Representative

**Years involved in CPRS:** This is my first year

**Primary goal:** As one of the University of Calgary student liaisons I provide students at the University of Calgary with information regarding the CPRS, including student memberships and upcoming events. I am the CPRS liaison to the Students in Communications (SIC) society at the university, in which I am able to provide information, and encourage students to join CPRS which offers students numerous benefits. In conjunction with the Mount Royal student representatives, we plan CPRS events and sessions for CPRS student members as well as interested non-student members.

### Curtis Kjinserdahl

#### University of Calgary Student Representative

**Years involved in CPRS:** 2 years and counting

**Primary goal for portfolio for year:** To get university students excited about public relations and increase student membership.

**Volunteer opportunities within portfolio:** We can always use help doing the student events! Let us know if you'd like to help out.

### MEMBERS ON THE MOVE

Have a new job? Changed companies? Been promoted? Let your CPRS colleagues read about it in *maxim*. Send your new contact information to *maxim* Chair, Bonnie Elgie, APR at [bonnieelgie@shaw.ca](mailto:bonnieelgie@shaw.ca)

## CPRS Membership Benefits

How can your career benefit from membership with CPRS? Members of the Canadian Public Relations Society can take advantage of a wide scope of valuable benefits on both a local and national level.

### BUILD YOUR CAREER

- Network with a diverse group of PR professionals at local events
- Join a committee to gain valuable experience and portfolio pieces
- Obtain your APR accreditation
- Join the membership committee to meet new members
- Mentor an accreditation candidate
- Meet the right people – potential employers, potential employees, potential clients
- Participate as a local or national director to develop your leadership skills
- Enter a submission into the local or national awards program

### LEARN

- Attend professional development events on a variety of topics
- Ask for guidance from other members
- Read the member newsletter, *maxim*
- Attend national conference workshops, seminars and panel discussions
- Take advantage of online resources at [www.cprscalgary.com](http://www.cprscalgary.com) and [www.cprs.ca](http://www.cprs.ca)
- Read *Public Relations Tactics* and *Public Relations Strategist* (optional member subscriptions)

### SAVE MONEY

- Attend local professional development and social events at significantly reduced member rates
- Bring a non-member to a professional development event at discounted rates
- Free subscription to member newsletter, *maxim*, delivered directly to your email inbox
- Register for the annual national conference at deeply discounted member rates

### BUILD YOUR BUSINESS

- Attend networking events
- Volunteer on a committee and meet other members
- Source valuable contacts through the membership directory
- Meet the right people – potential employees, potential clients, potential suppliers
- Write an article in your area of expertise for the member newsletter, *maxim*
- Become a sponsor to promote your company to the right target audience

### PLEASE NOTE:

**Associate Members** are considered CPRS National members and therefore can take full advantage of all benefits on a national and local level. The restrictions to Associate Member status are:

- No voting privileges
- Unable to run for local or national Board position
- Not eligible for accreditation

**Affiliate and Student Members** are ONLY aligned with the local Calgary Society and are therefore NOT eligible for any benefits on a national level. This includes:

- No voting privileges
- Unable to run for local or national Board position
- Not eligible for accreditation
- Must pay non-member rate for national conference registration
- Unable to enter national awards program
- Do not receive membership directory

### FOR MORE INFORMATION

If you have any questions or would like to request a membership application, please contact:  
CPRS Calgary Membership Director Sarah Nichols at [sarah@sasscommunications.com](mailto:sarah@sasscommunications.com)

## Events

### **Public Involvement in a Mega-Project Environment**

**Event Date: 10/30/2003**

Date: Thursday, October 30th, 2003

Time: 11:45 AM – 1:30 PM

Place: The Petroleum Club, 319 5th Avenue SW

Cost:

Members - \$30

Student Members - \$20

Non-Members - \$42

Non-Member Students - 30

Registration Deadline: Tuesday October 28th

Public Involvement in a Mega-Project Environment; Current Trends and Emerging Issues

As we move into what may be the most significant era of capital project development in Canadian history, the need for public involvement will place a tremendous strain on regulators, project applicants and of course, impacted stakeholders.

What challenges face Western Canada in this new environment? What role will public engagement/public involvement play in determining the success of these mega projects? And what trends are setting the stage as we enter this new phase of capital projects development?

To learn more about this emerging issue, join us on October 30<sup>th</sup> as Doug Ford, APR, of Communicative Public Affairs, shares his experience and insights. The presentation will include a review of potential projects, their implications to regulators and stakeholders, and recent trends in public engagement planning.

A leading public consultation resource for Canada's oil and gas industry, Doug Ford has planned, developed and executed a large and diverse number of successful public engagement projects for many of Canada's largest energy companies including Enbridge Inc., the Alaska Gas Producers Pipeline Team, Suncor, Nexen Chemicals, Duke Energy, Terasen Pipelines, and Corridor Pipeline, among others. Doug has lectured extensively on trends in public consultation and aboriginal engagement and has served as an expert witness with respect to public consultation in both regulatory and civil matters. Visit the [www.cprscalgary.com](http://www.cprscalgary.com) to register for this event.

### **Mark Your Calendars**

**Event Date: November 19, 2003**

Time: 11:45 AM – 1:30 PM

Place: Petroleum Club

Topic: Strathcona Tweedsmuir: An insight into a successful communication strategy for a community in crisis. Featured speaker Beverly Reynolds, APR.

**IABC/CPRS Annual Holiday Party** will be held on Thursday, December 11<sup>th</sup> at the Metropolitan Grill. More information to be announced soon.

**Visit [www.cprscalgary.com](http://www.cprscalgary.com) for more details on these events.**

## 2003/04 CPRS Calgary Board Members

**Mona Gauvreau, APR – President**

mona@prworkscanada.com

**Henry Stevens, APR – President-Elect**

hstevens@national.ca

**Shawn Kelly, APR – Past President**

Skelly07@telus.net

**Sneh Seetal – Communications/Secretary**

sseetal@enmax.com

**Diane Rennie, APR – Accreditation**

drennie@creditcounselling.com

**Sarah Nichols – Membership**

sarah@sasscommunications.com

**Alison Pidskalny – Awards & Recognition**

apidskalny@webershandwick.com

**Bonnie Elgie, APR – Maxim**

bonnieelgie@shaw.ca

**Sandra Hatch – Program & Professional Development**

shatch@telusplanet.net

**Carolyn Slipp – Interim Program & Professional Development**

jandcslipp@shaw.ca

**Simon Whitfield – Website**

simon.whitfield@shaw.ca

**Monique Chenier – 2005 Conference**

mpchenier@shaw.ca

**Sara Schwarz/Sally Lorraine Collins – Student Liaison – Mt. Royal College**

saschwarz81@yahoo.ca/sallycollins@hotmail.ca

**Dena Uncles/Curtis Kjinserdahl – Student Liaison – UofC**

Dena\_uncles@yahoo.ca/cekjinse@ucalgary.ca

**Joanne Stanzeleit, CMA – Treasurer (non-voting position)**

*Please note that we are currently seeking a member to join the Board to manage the Sponsorship & Promotion portfolio. If you are interested, please contact Mona Gauvreau, APR @ mona@prworkscanada.com*

### **Clarity - Enterprise Internet Development**

*Applications delivered with experience and expertise*

*For almost five years, Clarity has been focused on exclusively providing web-based solutions to leading businesses and organizations across Canada. Projects range from providing Content Management solutions to developing complex, transaction based financial solutions. Their success is derived from the combination of our experience in business processes and management and experience in Web based, application development.*

*If you are considering using the Internet as a new business tool, or are looking at ways to lower the maintenance costs of your Intranet or external Web site or are building a custom application to improve your business process, Clarity can provide the experience you need to ensure risk and cost minimization.*

*Visit [www.clarity.ca](http://www.clarity.ca) for more information.*