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**Welcome to the**

**CPRS Calgary**

**2009 Annual General Meeting**

**Calgary Chamber of Commerce**

**June 18, 2009**



# Agenda

## **AGM - Official Business:**

- Approval of 2008 AGM minutes - vote
- President's remarks: 2008/09 Year in Review
  - Approval of committee reports - vote
  - Financial statements - vote
  - Appointment of auditors - vote
  - Adjournment

## **Other Remarks:**

- Acknowledgement of departing Board members
- Looking ahead...



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# Motion – Approve 2008 AGM Minutes

## **Motion:**

- To approve the minutes from the 2008 CPRS Calgary Annual General Meeting



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# 2008/09 Highlights

## **Overall:**

- Strong financial position
- Talented, dedicated, and enthusiastic volunteers
- Continued increase in membership
- Successful 50<sup>th</sup> anniversary celebrations
- National recognition



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# President's Report

## Highlights & Accomplishments:

- Ensured financial health of Society
- Focused on streamlining and implementing process for Society:
  - Revised job descriptions for all board positions
  - Worked with Treasurer to ensure rigorous budget process
  - Attained professional bookkeeping services
- Built our student program
- Represented CPRS in Community



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# Highlights of CPRS Calgary

- Strong financial position, policies and practices designed to ensure ongoing society health
- Talented, dedicated, and enthusiastic volunteers
- Strong membership position
- Four new members accredited in 2008/2009
- Effective program and PD, focused on all levels of practitioner
- Celebration events for chapter 50<sup>th</sup> anniversary, designed to further elevate the reputation and awareness of CPRS as a whole
- Focused on streamlining and implementing process for Society:
  - Established and reaffirmed job descriptions for all board positions
  - Worked with Treasurer to ensure rigorous budget process
  - Retained professional bookkeeping services



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# Highlights of CPRS Calgary

- Built our student program
- Continue to increase profile of CPRS in Calgary
- Developed partnerships with complementary organizations like AFP, CIRI, Women in Communications, etc
- Drive member value from CPRS Calgary
- Updated web presence and relaunched site
- Succession planning
- National recognition



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# Accreditation Committee

## **Volunteers:**

- Chair: Del Simon, APR

## **Highlights & Accomplishments:**

- Congratulations to the following members received their Accreditation:
  - Jeremy Berry, APR
  - Monique Chenier, APR
  - Patrick Hammond, APR
  - Kathryn Osterberg, APR
- Volunteers who helped the candidates prepare:
  - Pam Brandt, APR
  - Shawn Davis, APR
  - Sheridan McVean, APR
  - Diane Rennie, APR



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# Accreditation Committee

## **Looking Ahead to 2009-2010:**

- Focus: Maintenance of Accreditation
- Although this is voluntary, CPRS recommends that members refresh their credentials
- Our goal is to build an awareness campaign about the benefits of Accreditation Maintenance



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# Awards & Recognition Committee

## **Volunteers:**

- Calgary Co-Chair: Daorcey Le Bray
- Lauren Piercy, Lisa Frizzell, Jillian Lesser
- Edmonton committee volunteers

## **Highlights & Accomplishments:**

- Third annual program
- Engaged CPRS members and non-CPRS practitioners across the province
- Presenting sponsorship: CNW Group
- Twelve judges (including APRs) from across province



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# Awards & Recognition Committee

## **Highlights & Accomplishments (cont'd):**

- Selected five recipients in following categories:
  - Attainment
  - External Communication
  - Internal Communication
- Recognition advertising in Edmonton and Calgary



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# Awards & Recognition Committee

## **Looking Ahead to 2009-2010:**

- Program to launch late 2009
- Currently discussing improvements
- Seeking additional volunteers



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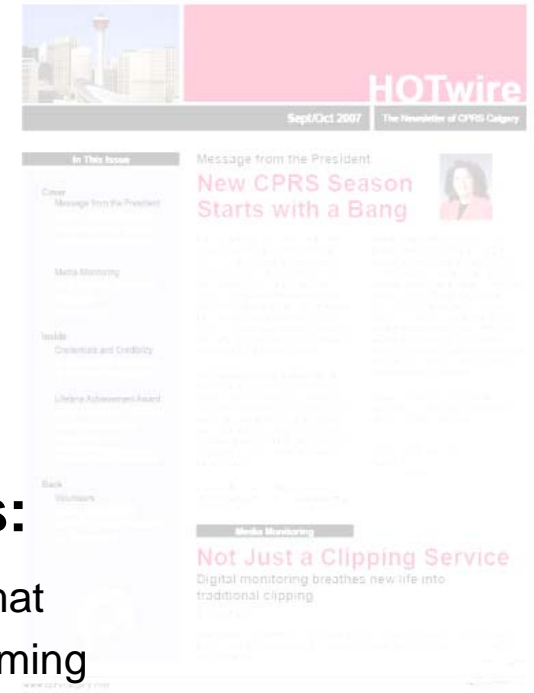
# Communications Committee

## Volunteers:

- Chair: Doug Lacombe
- Volunteer writers:
  - Katie Clancy
  - Todd Andre
  - Stephen Doolan
  - Numerous guest writers

## Highlights & Accomplishments:

- Redesigned HOTwire to smaller print format
- Put out 4 editions in the 2008/09 programming year with 1 more to come
- Active promotion of HOTwire, PD events, and CPRS in social media with use of
  - Facebook
  - LinkedIn
  - Meetup.com
  - Twitter
  - Craigslist/Kijiji classifieds



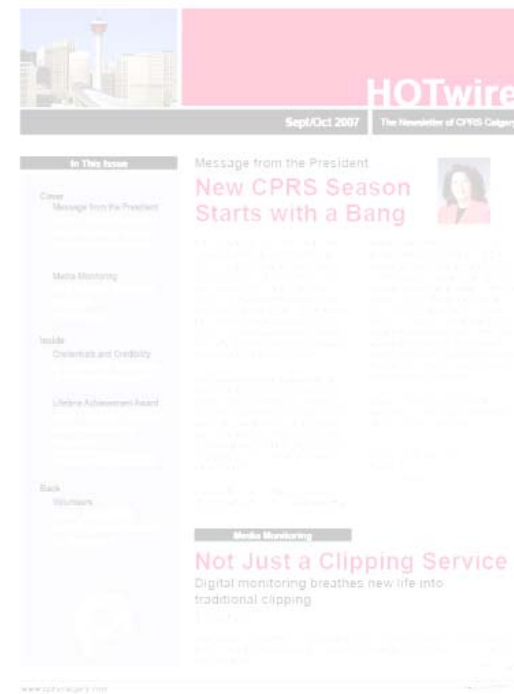


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# Communications Committee

## Looking Ahead to 2009-2010:

- Summer review of format and frequency prior to 09/10 programming year





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# Membership Committee

## Volunteers:

- Chair: Tanya Ristoff

## Highlights & Accomplishments:

- 265 current members – Avg. yearly increase of 35-40 members
- National member referral program launched
- Thanks to those referring new members
- Honoured **3 new Life Members** at CPRS 50<sup>th</sup> Anniversary Gala in October 2008
- National student membership – Launched in Fall '08
- Member societies across Canada working on local implementation
- Kudos to the student committee – consistent progress in past three years – representing CPRS well



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# Program & Professional Development

## Thanks to our volunteers:

- Dan Muys & Leanne LeBlanc – Co-chairs
- Lolita Jukova & Darby Fellowes – Committee members

## Highlights & Accomplishments:

- Hosted 9 successful events including:
  - PR and politics
  - CPRS Holiday Party
  - Communications and the gender gap
  - Four teleseminars on various topics
  - Cats, Kids and Coldcuts with Terry Flynn
  - CPRS Calgary's 1<sup>st</sup> Annual Media Crawl



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# Program & Professional Development

## Looking Ahead to 2009-2010:

- Continuing to offer high-quality, high-value professional development and programming to our members on a regular basis
- Conducting focus groups within our membership to gain insight on popular topics and forums for next year's event calendar – if you'd like to participate, please speak with Dan or Leanne!



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# Treasurer

## **Highlights & Accomplishments:**

- Continuously improved annual budgeting process
- Transitioned from previous book keeper to Associations Plus
- Provided financial guidance and counsel to Board and 50th Anniversary committee

## **Financial Position:**

- Supported 50th Anniversary celebration and ended the year only \$12,000 less than 2008

## **Looking Ahead to 2009-2010:**

- Continue to make ongoing improvements to fiscal policies and practices
- Continue to find ways to weather economic slow-down



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# Website

## Volunteers:

- Jodi Currie, Chair
- Delia Mastacan
- Jill Ramage

## Highlights & Accomplishments:

- Re-launched website in January 2009
  - Updated content and design of website reflecting national and local concepts.
  - New, fresh website includes a secure members-only section, with useful tips, information and tools





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# Website

## Revenue Generator

- Revenue generated by job postings on the CPRS Calgary website have increased nearly 50% since 2006
- In the 2008-2009 program year nearly 150 individual careers postings were placed with CPRS Calgary

## Looking Ahead to 2009-2010:

- The website will continue to be used as a communications tool and provide benefits to Calgary's public relations community

**[www.cprscalgary.com](http://www.cprscalgary.com)**



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# Website

## **Looking Ahead to 2009-2010:**

- We are looking for additional volunteers for 2009/10 program year



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# Other Key Areas & Volunteers

- Special Counsel – Judi Gunter, APR
- Secretary – Kathryn Osterberg, APR
- Director at Large – Richard Truscott, APR
- Student Reps
  - MRC – Amber Bassen
  - U of C – Vanessa Ferreir
  - SAIT – Hannah Adrian
  - SAIT – Jill Mooney
  - SAIT – Kathryn Sloniowski



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# Motion – Committee Reports

## **Motion:**

- To approve the Committee Reports as presented



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# Audited Financial Statements

## Statement of Financial Position: as at March 31, 2008

|  | ASSETS      | YEAR<br>2009  | YEAR<br>2008  |
|--|-------------|---------------|---------------|
| CURRENT                                  |             |               |               |
| Cash                                     |             | \$ 69,337     | \$ 77,466     |
| Accounts receivable                      |             | 6,645         | 7,891         |
| Prepaid expenses                         |             | <u>730</u>    | <u>3,275</u>  |
|  |             | \$ 76,712     | \$ 88,632     |
|  | LIABILITIES |               |               |
| CURRENT                                  |             |               |               |
| Accounts payable and accrued liabilities |             | \$ 1,274      | \$ 1,050      |
| Deferred revenue                         |             | <u>1,980</u>  | <u>—</u>      |
|  | NET ASSETS  |               |               |
| UNRESTRICTED (note 3)                    |             | 65,958        | 80,082        |
| INTERNALLY RESTRICTED                    |             | <u>7,500</u>  | <u>7,500</u>  |
|  |             | <u>73,458</u> | <u>87,582</u> |
|  |             | \$ 76,712     | \$ 88,632     |

\* Audited by Sylvia F. DeLauretis Professional Corporation, Certified Management Accountant

\* Copy of audited financial statements available at registration desk



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# 2007/08 Audited Financial Statements

## Income Statement

|  | (as of March 31, 2008) | <u>2008</u>      | <u>2007</u>   |
|--|------------------------|------------------|---------------|
| <b>REVENUE</b>   |                        |                  |               |
| Dues - members and students                                |                        | \$ 7,678         | \$ 13,644     |
| Interest income  |                        | -                | 1,397         |
| Professional development events                            |                        | 8,374            | 13,766        |
| Special event – 50 <sup>th</sup> Anniversary               |                        | 32,610           | -             |
| Website job posting fees                                   |                        | <u>19,650</u>    | <u>22,050</u> |
|  |                        | <u>68,312</u>    | <u>50,857</u> |
| <b>EXPENSES</b>  |                        |                  |               |
| Accreditation costs  |                        | 535              | 184           |
| Administration and supplies                                |                        | 2,168            | 125           |
| Advertising and promotion                                  |                        | 2,397            | 394           |
| Bad debts  |                        | 1,460            | 30            |
| Bank charges and merchant card fees                        |                        | 1,483            | 975           |
| Board meetings and volunteer recognition                   |                        | 2,747            | 2,500         |
| Committee meetings and volunteer recognition               |                        | 770              | 4,001         |
| Insurance  |                        | 1,230            | 1,357         |
| Maxim newsletter (now Hotwire)                             |                        | -                | 4,233         |
| National board meetings and annual general meeting         |                        | 1,098            | 608           |
| Professional development events                            |                        | 11,605           | 20,894        |
| Professional fees  |                        | 15,693           | 1,050         |
| Special event – 50 <sup>th</sup> anniversary               |                        | 32,277           | -             |
| Telephone and communications                               |                        | 88               | -             |
| Website costs  |                        | <u>3,885</u>     | <u>87</u>     |
|  |                        | <u>82,436</u>    | <u>36,438</u> |
| <b>EXCESS REVENUE OVER EXPENSES FOR THE YEAR</b>           |                        | (14,124)         | 14,419        |
| <b>NET ASSETS UNRESTRICTED, beginning of year (note 3)</b> |                        | <u>80,082</u>    | <u>65,663</u> |
| <b>NET ASSETS UNRESTRICTED, end of year (note 3)</b>       |                        | <u>\$ 65,958</u> | <u>80,082</u> |



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# Motion – Financial Statements

## **Motion:**

- Moved that the CPRS Calgary 2008/09 financial statements be accepted as presented



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# Motion – Appointment of Auditors

## **Motion:**

- Moved that CPRS Calgary appoint Delauretis & Associates to act as auditors for the 2009/10 year



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# 50<sup>th</sup> Anniversary Commemorative Events

## Highlights & Accomplishments:

### *CPRS Calgary 50th Anniversary Gala*

On October 25th, 2008, 150 CPRS members and guests celebrated CPRS Calgary's 50th anniversary in style in the Crystal Ballroom at the Fairmont Palliser Hotel

The event brought together people connected to CPRS Calgary from as far back as the '60s

A terrific meal, great music from the Prime Time Big Band and plenty of time to catch up with friends old and new were the order of the night

Our gala sponsors Canada NewsWire, Concentric Public Affairs and CSM Media helped make the evening a terrific success



*CPRS Calgary Presidents at  
the Gala*



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# 50<sup>th</sup> Anniversary Commemorative Events

## Highlights & Accomplishments:

### *CPRS Calgary Golden Legacy Scholarship*

- Announced at the Golden Gala, the Golden Legacy Scholarship will provide financial support to a full-time student in a public relations or communications program at one of Calgary's post-secondary institutions
- This scholarship was created with seed money from CPRS Calgary and with additional sponsorship support from Shell Canada, Boyden Global Executive Search, the Canadian Association of Petroleum Producers, Enbridge and Global Public Affairs, the scholarship fund is off to a terrific start

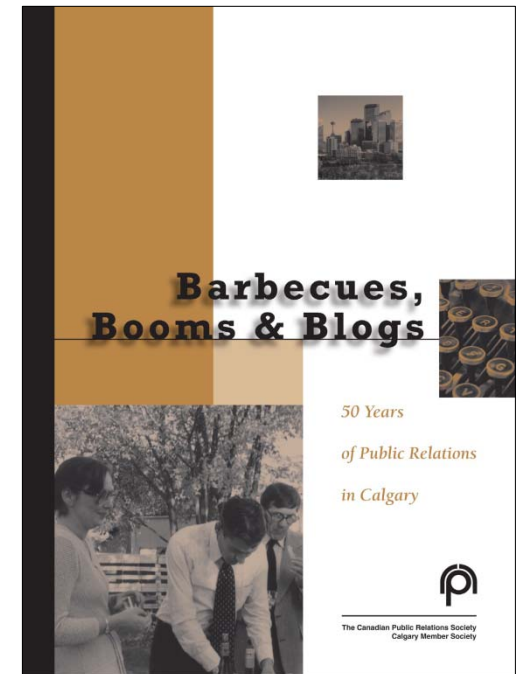


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# 50<sup>th</sup> Anniversary Commemorative Events

## *CPRS Calgary Golden Anniversary Commemorative Book*

- "*Barbecues, Booms & Blogs*" captures the evolution of the profession with chapters written by CPRS Calgary members of past and present
- Funding for production of the book was provided by NATIONAL Public Relations
- Design was provided by OneDesign and printing by Rhino Print Services
- Free copies were provided to all CPRS Calgary members, student members and CPRS' national leadership team
- Additional copies for the book were made available for sale





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# 50<sup>th</sup> Anniversary Commemorative Events

- Three new Life Members
  - Maureen Payne, APR
  - Janet Rowley, APR
  - Janice Robertson, APR
- APR Commemoration
  - CPRS Calgary presented all Calgary APRs with an APR pin featuring the new APR logo





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# Motion – Adjournment

## **Motion:**

- To adjourn the meeting



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# Departing Board Members

- Nancy H. Arab, APR, ABC, FCPRS – Past President
- Tanya Ristoff – Membership



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# Volunteers

***Thank you for your volunteer  
service to CPRS Calgary***



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# Introduction of 2009/10 Board

## **Executive:**

Dan Muys, APR

Nancy H. Arab, APR, ABC, FCPRS

Kathryn Osterberg

President

Past President

Secretary

Treasurer



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# Introduction of 2009/10 Board

## **Directors:**

Jeremy Berry, APR

Jodi Currie

Shawn Davis, APR

Daorcey LeBray

Judi Gunter, APR

Leanne Leblanc

Andrew MacIntyre

Del Simon, APR

Student Liaison

MRC – TBD

U of C – TBD

SAIT – TBD



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# Looking Ahead . . . .

## **Key Issues in 2009/10:**

- Recruiting and retaining members
- Continue to develop new, interesting, and relevant PD offerings
- Build on successful Alberta Areté Awards
- Encourage more members to pursue accreditation



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# Looking Ahead . . . .

## **Key Goals for 2009/10:**

- 250 members by the end of 2009/10
- Continue to add value for members
- Strategic investments in PD offerings and new website development
- Celebrate 50<sup>th</sup> anniversary of CPRS Calgary
- Implement exit survey process



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***Thank you!***