

October / November 2002

2003 accreditation candidates face December 1 deadline

By Melissa Rolfe, 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 already 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.

(cont. page 11)

CPRS Member Profile

In Profile: Mona Gauvreau, pr works, inc.

By Terry Beeler

Originally from northern Ontario via Vancouver, Mona Gauvreau arrived in Alberta courtesy of Canadian Pacific Hotels. After CP Hotels acquired CN Hotels, she moved from the Hotel Vancouver where she was working to Chateau Lake Louise.

Mona worked in CP's food and beverage area for years. Her opportunity to move into the public relations

field came when the Chateau Lake Louise decided to hire a public relations director. She began her new duties in 1989 with no formal training as a public relations professional. But shortly after, Mona enrolled in the Applied Public Relations Certificate program at Mount Royal College, which meant commuting to and from Banff National Park one night each week. A few years later she received her CPRS accreditation.

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The recent Chamber of Commerce Small Business Awards highlight the important role that these entrepreneurs play in Calgary's economy. Public relations is key to establishing a company's brand and market niche, and should be part of any integrated communications strategy. Whether companies are looking at hiring a public relations professional on a contract, part-time or full-time basis, there are some key criteria to consider.

Hiring the PR Professional with Success

So you're thinking about adding a public relations person to your team. Or, maybe you call it corporate communications, community relations, marketing communications or even just media relations. When even the name of the profession is subject to debate, it's not surprising that defining how it will fit in your organization is challenging.

Presumably, you've decided to hire a PR person as a result of a well-reasoned process identifying specific business needs. (If you're like most, it hasn't been nearly that formal.) Nevertheless, with the commitment made, you still have questions: What skills, education and experience are needed and where do we find them? What activities can and should the individual undertake? Who should he or she report to? How do we measure, manage and develop performance, for a mutual value exchange. These are especially difficult to answer where the PR function is new, where there is no formalized HR system and where the PR "department" will be a sole practitioner. Using the most widely-accepted definition of PR, "the management of communication between an organization and its publics" here are a few tips to help you hire with success from the world's most misunderstood profession.

Experience and education. Long ago, journalism was the route into PR. Now co-op, certificate and post-graduate programs help students develop well-rounded PR knowledge beyond the limited tactics of writing and media relations. You may find the right candidate based on broadly-based work experience and community involvement. A good credibility indicator is *active* membership in a PR association (the Canadian Public Relations Society or International Association of Business Communicators); as well as achieving or working towards professional accreditation. This guarantees, at a minimum, that the candidate has exposure to and understanding of PR theory, principles and best practices, and that he or she subscribes to a code of ethics.

Skills and competencies. These vary with the existing capabilities within your organization, its core businesses and culture. However, a few are essential in any communications position: writing skills, business literacy, issue awareness, project management, research and evaluation skills. What you may *not* need is industry experience. Communications issues are rarely unique to an industry. Good PR people know how to transfer knowledge and research abilities across sectors.

Behaviours. In any position, "fit" is as important as knowledge. Because the PR function is so ethereal for most people, you need to clarify expectations for the *position* (not the individual) upfront. Think of the PR person as an internal consultant. What characteristics do you expect and value in a consultant? That's a good starting point. You can then consider whether you want to use behavioural diagnostic tools to help you narrow the candidates from the field.

Activities. PR people – especially in smaller organizations – carry out many (and evolving) functions: writing, special events, web management, media, even desktop publishing. However, these are all *tactics* which need to be tied to communication *strategy* supporting your business objectives. Typically, this experience is found in the managerial-level practitioner. A small organization may not be fully able to utilize the expertise nor support the salary a professional at this level could command. In turn, once the initial strategy has been developed and through a couple of business cycles, a senior professional may not remain challenged. A combination of external consulting and internal resources offers you alternatives that can solve this dual challenge. Add an external coaching component to your internal resource and you've solved personal development too.

(cont. on page 3)



Hiring the PR Professional with Success *(cont. from page 2)*

Reporting relationships. Extensive research says, unquestionably, that PR practitioners should sit at the senior management table. In the ideal world, they do not merely listen to management's directives then execute them, but instead provide an external perspective, counselling management about how its proposed actions will be perceived. In short, the PR professional helps the organization protect one of its most important assets—its reputation. If a senior position does not fly “politically” or financially in your organization, the PR professional should at least report directly to the CEO and have access and contribution to the senior management decision-making process.

Which raises the most important point (or “key message” as we say in the biz) on hiring with success. Before you take the first step, make sure you can clearly answer these key questions: *What should communication do for this organization? What role does communication play in the overall management of this organization? In what ways can communication benefit this organization?* Then, use those answers as guiding principles in your search. It is those shared expectations that will link your PR person to communications excellence and your business success.

Grace Diffey, APR, is principal of Sandown Communications Consulting, specializing in public relations recruitment and development, stakeholder research and strategic communication. She is a national board member of the Canadian Public Relations Society and a member of its council on accreditation. You can contact her at gdiffey@sandown.ca.

Check out www.cprscalgary.org!

In Profile: Mona Gauvreau *(cont. from page 1)*

Mona says when she began as public relations director, the hotel industry perceived her as a glorified social director. She's proud of the role she played in elevating the position to a senior management level. By the time she decided to leave CP, Mona was part of the hotel executive committee.

Mona describes her first day on the job as public relations director as literally a baptism of fire. "The day that I took over was the day that CBC moved in and we did the skating special with Brian Orser. It was right after the '88 Winter Olympics...so I learned a lot. That remains a highlight of my time at CP."

After a decade in the mountains, Mona moved to Calgary where she assumed responsibility for the Lodge at Kananaskis, handling both Lake Louise and the Lodge from the headquarters in the Palliser Hotel. Eight months later, she decided to test the waters elsewhere and left CP. She hadn't made a conscious decision to start her own public relations firm, but was contacted by several people who heard she was leaving and asked her to do some contract work with them. In 1998, she incorporated pr works and today employs two full-time account executives and is considering adding a third person to the mix.

Gauvreau says one of the big pluses of self-employment is the flexibility of work assignments. Most entrepreneurs ultimately work more hours for themselves than they did when working for others. Mona says that was not the case with her. "(Working at a resort) you were never off duty. You lived 300 yards from the edge of the hotel." That meant if something was happening, she was usually called in.

Mona relishes the diversity of self-employment. She has clients in the tourism industry, in oil and gas, and is branching into media relations and the entertainment field. She also acknowledges she contradicts the accepted norm in current public relations. She worked her way up through the corporate ranks into a PR position, something she says is rare these days.

In her view, networking is vital to move forward in the profession. "People today do business with people they like or that they know have done good work in the past. If you have a reference from somebody, that's half the battle right there." Mona says she often hears young people with a brand new PR degree saying 'I'd like to be a consultant. I think I'll just open shop and go.' But she adds, "Without a network, they're going to have a very hard go of it." And according to Mona, one of the best ways to establish that network is to join an association like CPRS.



On the Shelf

Book Review: *The Fall of Advertising and the Rise of PR*

Authors: Al Ries & Laura Ries

By Bonnie Elgie, APR

Put this book on the desk of a creative director at any local advertising agency and they are likely to toss it right back at you. Ries & Ries' new book *The Fall of Advertising and the Rise of PR* challenges the traditional brand marketing approach followed by thousands of organizations around the globe. The premise of the book is that public relations is key to successfully creating and launching a brand and advertising must play a secondary role to PR, not the other way around.

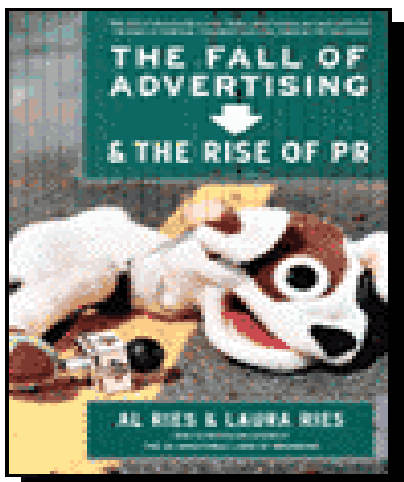
Citing examples like Starbucks, The Body Shop, Microsoft and PlayStation, Ries & Ries argue that PR-driven marketing is the way of the future for new brands. PR lays the groundwork to create a brand, while advertising serves a secondary, functional purpose of defending a brand and reaffirming its core values. In the authors' view, "PR needs to move up the branding ladder and seize responsibility for building a brand".

The first nine chapters of the book make the case for why advertising does not work for brand launches. Reasons for this medium's decline? There are many, including consumers' growing distrust of advertising messages and the fact that brilliant creative often does not meet sales targets. An entire chapter is dedicated to the role that advertising played in the "dot bombs" like eToys and Pets.com.

In the subsequent 10 chapters, Ries & Ries answer advertising's deficiencies with PR's strengths. Issues like credibility, cost-effectiveness, the power to create new brand categories, as well as rebuilding an old, tired brand are examined, complete with many case studies from corporate and retail America.

A detailed comparison of advertising vs. PR follows, reiterating the many reasons why PR should drive a brand launch or repositioning. The arguments presented certainly provide good ammunition and rationale for PR professionals arguing advertising vs. public relations budget allocations.

Ries and Ries believe the future of PR holds explosive growth and increased respect for the profession. For companies to truly be successful in today's marketing arena, a strategy of PR first and advertising second must be followed. While there will probably not be any arguments from PR professionals on this "new" approach to marketing, it may take a while and a few more advertising "bomb" case studies before the rest of the communications profession jump onboard.



OUR MISTAKE

Apologies to Lily Nichols who wrote the article *Looking Back and Seeing Ahead* for the September issue of Maxim. We forgot to include her by-line with the article. Our thanks to Lily for contributing to the newsletter.



Meet the 2002-2003 CPRS Calgary Board!

Name: L. Shawn Kelly, APR

Board Position: President

Company Position: Manager, Communication-Alberta with Telus Mobility

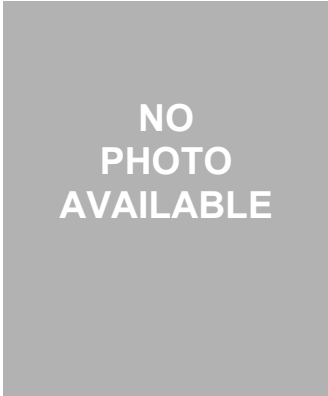
Involved with CPRS for: Eight years

Committee Goals: This year, the Board is committed to adding value to our members through all portfolios. Together, we will focus on:

- Increasing the profile of CPRS Calgary and public relations through proactive involvement in the business community.
- Developing innovative strategies to retain our existing membership and recruit new members.
- Involving more members in CPRS Calgary activities both through attendance at our Professional Development events as well as through volunteering.
- Increasing the perceived value of membership by communicating the existing value and looking at ways to continually increase the value our members receive.

Recommended Reading: *Built to Last - Successful Habits of Visionary Companies* by James C. Collins & Jerry I. Porras -- in my opinion, a definite must!

Fast Fact: Nobody knows that I.... am a reality TV fanatic -- Big Brother, Survivor, Amazing Race -- bring 'em on!



Name: Colleen Killingsworth, APR

Board Position: Past President, National Board Liaison

Company Position: NATIONAL Public Relations (Calgary), Senior Consultant

Involved with CPRS/PRSA for: 18 years

Committee Goals:

- To represent the interest of CPRS Calgary members at the National level and balance those interests with the needs of the National body as a whole.

Recommended Reading: The Harry Potter series.

Name: Mona Gauvreau, APR

Board Position: President-Elect

Company Position: President

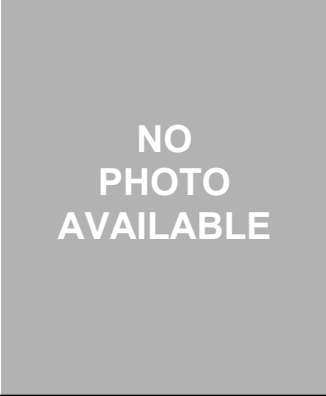
Involved with CPRS for: 13 years

Committee Goals:

- To increase the profile of CPRS Calgary.

Recommended Reading: *Larry's Party*

Fast Fact: Nobody knows that I.... was featured in a story in *O Magazine* in January 2002.





Name: Sneh Seetal
Board Position: Secretary
Company Position: Public Relations Specialist, ENMAX
Involved with CPRS for: Five years
Recommended Reading: *Alias Grace* by Margaret Atwood
Fast Fact: Nobody knows that...even after 18 years, I still blanch at the sight of chocolate covered almonds after gobbling down the 65 boxes I was supposed to sell for a fundraiser.

Name: Gordon Hawker, APR

Board Position: Treasurer

Company Position: President, Hawker & Associates Communications Inc.

Involved with CPRS for: Eight years

Committee Goals:

- Fine-tune automated processes for event registration and invoicing.
- Investigate the possibility of accepting MasterCard & AmEx for event fees.
- Recruit and train a Finance Co-Chair for succession planning.

Recommended Reading: *Taming Your Gremlin* by Richard Carson. Fun, easy to read and it only costs about \$17! It's about maximizing enjoyment in life by exorcising that little voice of self-doubt.

Fast Fact: Nobody knows that...let's face it, in this business there's no such thing as a secret! But here's something many people don't know. After more than seven years working from home, I recently moved my office downtown. I now share space with Mona Gauvreau, APR at pr works inc. My phone, email and snail mail information remain the same.



Name: Diane Rennie, APR

Board Position: Accreditation Chair

Company Position: Community Liaison Manager, Credit Counselling Services of Alberta

Involved with CPRS for: over 15 years

Committee Goals:

- Encourage and support eligible APR candidates in successfully obtaining their APR.
- Increase the profile of the APR designation both in our profession and in the business community.

Recommended Reading: *A Fine Balance* by Rohinton Mistry - one of the most compelling books I've ever read.

Fast Fact: Nobody knows that... I am a closet golfalcoholic- well maybe my golfing partners know!



Name: Jennifer Meads

Board Position: Awards & Recognition Committee Chair

Company Position: Public Relations Specialist

Involved with CPRS for: Four years

Committee Goals:

- Work with a group of Mount Royal College research students to determine member needs.
- Develop recommendations for the future of the Town Crier Awards program.

Recommended Reading: *Lady of Hay* by *Barbara Erskine* - A journalist sets out to de-bunk the idea of past-life regression but runs into some interesting finds that cause her to rethink her views.

The Dark Virgin, by Oakland Ross - An historical fiction about a travelling merchant, set in the Aztec Empire of 16th century Mexico under the rule of Montezuma.

Fast Fact: Nobody knows that I... spend one afternoon per week volunteering and teaching children at an inner-city pre-school.



Name: Bonnie Elgie, APR

Board Position: Maxim Committee Chair

Company Position: Public Relations Manager, Venture Communication

Involved with CPRS for: Five years (three in Edmonton; two in Calgary).

Committee Goals: Our committee has some ambitious goals this year! They include:

- Continually improving the content of the newsletter by introducing new features.
- Broadening our editorial coverage.
- Making Maxim a more interactive tool for our membership.
- Playing a key role in increasing the profile of CPRS Calgary in the business community.

Recommended Reading: I'm just finishing *The Fall of Advertising and the Rise of PR* by Ries and Ries. Two of the best fiction books I've read recently are *Clara Callan* by Richard B. Wright and *Family Matters* by Rohinton Mistry. Both are fantastic.

Fast Fact: Nobody knows that... I still carry a torch for my childhood hero...Donny Osmond. I met him once and according to my husband, it's the only time I've ever been speechless. Some things are not worth explaining!



Name: Sandra Sweet

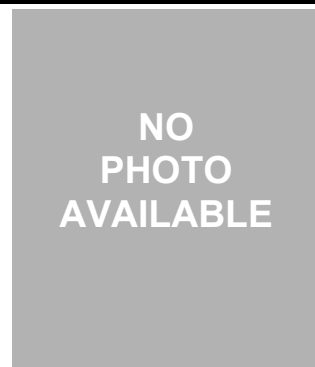
Board Position: Membership

Company Position: Communications Analyst, Bethany Care Centre

Involved with CPRS for: Five years

Committee Goals:

- Recruit new volunteers to the portfolio.
- Start program to research and write fact sheets of interest to members on topics of interest.





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Name: Sandra Hatch

Board Position: Program and Professional Development Chair

Company Position: Senior Manager, Program and Fund Development - Juvenile Diabetes Research Foundation

Involved with CPRS for: Two years

Committee Goals:

- Develop a strong program of professional development for members of all levels.
- Use Professional Development events to promote the value of CPRS and membership.

Recommended Reading: *Be Your Own Mentor* by Sheila Wellington and *Catalyst*

Synopsis: how to understand the unspoken rules in the real world of work today, and how to get ahead

Fast Fact: Nobody knows that I....

.... was a children's fashion designer with my own company

.... I teach voice - singing

.... was a ski guide for tourists at Sun Peaks Mountain Resort

.... was a nurse

Name: Simon Whitfield

Board Position: Web Chair

Company Position: Manager, Alberta Region, Kids Help Phone

Involved with CPRS for: Four years

Committee Goals:

- To make the Web site a more interactive tool for CPRS Calgary members.

Recommended Reading: *Boom, Bust & Echo* - David K. Foot

Fast Fact: Nobody knows that I.... am a HUGE U2 Fan! Some would say my love is borderline insane.



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Name: Curtis Kjinserdahl

Board Position: U of C CPRS liaison

Involved with CPRS for: One year

Committee Goals:

- Increase student involvement.

Recommended Reading: *Glamorama* by Bret Easton Ellis, a good example of post-modern literature

Fast Fact: Nobody knows that I....get a secret thrill in double-dipping carrots in the vegetable dip.



Web site a good starting point for PR research

By Heather Johnston

Online Public Relations (<http://www.online-pr.com/>) may not be the most aesthetically pleasing Web site out there, but it can be a great starting point when you're launching into some public relations research. On the site, you'll find thousands of links on topics ranging from media to maps and more. It's easy to use, allowing you to simply scroll down a list of appropriate links instead of working through unruly pages of search engine results. An added bonus is the site is up-to-date.

One of the most useful elements of the site is the media links, which are divided into content categories. Here you can find media and stories that are relevant to your organization. A large portion of

the site is devoted to links ranging from 'how to' public relations sites to employment.

Jim Horton maintains Online Public Relations to help public relations and marketing professionals serve clients better, faster and less expensively. Horton is a specialist in both strategic and online public relations, and while links to the organization that he currently works for appear on the site, the site seems to be provided as a free service and not a promotional ploy.

Online Public Relations is an American site and does lack Canadian content. However, it is a good way to dig up sites and resources that you might not otherwise find.

Volunteer Opportunities

Heather Johnston is a student at the University of Calgary.

Co-Chair for CPRS Calgary Membership Committee

Are you interested in taking a more active role in CPRS? Would you like to have a positive impact on the direction of your Calgary Member Society?

The Membership Director is looking for a CPRS full member who is interested in the volunteer position of Co-Chair for the Membership Committee. The time commitment for this position is approximately five or more hours per week. This position involves sharing the Director's responsibilities in the following areas:

- Recruiting members and providing information for prospective members;
- Implementing strategies to improve benefits of membership;
- Recruiting volunteers to fill positions;
- Coordinating annual follow-up for membership renewals;
- Coordinating member communication;
- Attending board meetings when the Director is unavailable;
- Ensuring the membership list is maintained.

The Co-Chair will also be given the opportunity to join the Board as the Membership Director at the end of the current Director's term in July 2003. Any members interested in becoming involved with the Board of Directors by playing an integral role in the Membership Portfolio, please contact Sandra Sweet at 210-4624 (days), 276-2843 (evenings and weekends) or e-mail sweets@bethanycare.com.

Other CPRS Calgary Volunteer Opportunities

If you are interested in volunteering for CPRS Calgary, please contact the appropriate committee chair listed on the CPRS Calgary Web site. Please note you must be a member of CPRS Calgary to volunteer on any committees.



Calling all proactive, motivated and organized CPRS Calgary members!

By Monique Chenier and Henry Stevens, APR

CPRS Calgary is proud to be hosting the 2005 CPRS National Conference. The conference will be held Wednesday June 15th to Saturday June 18th, 2005 at the Sheraton Suites Calgary Eau Claire. Mark your calendars now for a conference that is sure to offer the best in networking, professional development and fun.

How does a conference become the best? The answer lies within a deeply entrenched Calgary tradition: exceptional volunteers. According to Volunteer Calgary, seven out of 10 Calgarians over age 15 take part in some form of volunteer activity. Community spirit is certainly alive and well in Calgary.

Stepping forward as conference co-chairs more than a year ago, Henry Stevens, APR, and Monique Chenier are excited to be leading the team to an outstanding 2005 conference. "It's Calgary's community spirit that will guarantee this event is an overwhelming success," predicts co-chair Henry Stevens. Now that the dates and venue are confirmed -- with final contract negotiations in the skilled hands of CPRS National office personnel - - the next goal for Henry and Monique is to set up a conference organizing committee that is second-to-none. The first step is to find committee chairpersons.

Organizing a conference of this scale is no small task. It is a comprehensive public relations program that will take all your skills as a PR professional. If you have never worked on a conference committee before, here's what you can expect:

- Responsibility and accountability
- Managing and mentoring a team of professionals
- Excellent networking opportunities that often develop into long-term friendships
- Learning from the team and the committee as a whole
- Putting your public relations skills to the test for the betterment of your profession

This is a tremendous professional opportunity. In speaking with members, many are interested in offering their expertise. In order to choose the core team that will ensure a successful conference, interested members are asked to submit a letter outlining how they would apply their skills and experience as a committee chair to contribute to a successful conference. Please email your letter to mpchenier@shaw.ca by December 5th, 2002, indicating the portfolio you are interested in chairing. Brief descriptions of the portfolios are on page 11. All applications will be reviewed and members will be contacted if more information is required. As a benefit of membership, all committee chairs must be CPRS members in good standing.

"The conference is still more than two years away, so a long-term commitment to this volunteer activity is required," says Chenier. "But the satisfaction of being part of what we expect to be an outstanding national event will certainly be worth it." Once the committee chairs are in place, work will begin on building the various committees.

If you have any questions about the conference, please call either:

Henry Stevens, APR
NATIONAL Public Relations Calgary
hstevens@national.ca
(403) 531-0331

Monique Chenier
Chenier Communications
mpchenier@shaw.ca
(403) 280-0575

Portfolio descriptions are listed on Page 11.



2003 accreditation candidates *(cont. from page 1)*

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 this 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.

If you've been thinking about earning your APR, with the December 1 deadline approaching, now is the time to start your application.

Conference Portfolios *(cont. from page 10)*

PROGRAM: Program criteria and development; select facilitators and speakers; provide program content description for marketing materials; onsite speaker co-ordination; speaker recognition. An understanding of adult learning principles would be an asset.

LOGISTICS & OPERATIONS: Room arrangements; audio-visual arrangements; food and beverage; signage.

SPONSORSHIP: Sponsor recruitment, management and recognition; exhibit arrangements. This position will require a determined, high-energy individual.

MARKETING & PROMOTION: Attract attendees through media relations, Web site and printed collateral.

HOSPITALITY & ENTERTAINMENT: Awards gala; opening/closing ceremonies; networking events; field trips; spousal/family program; concierge service.

VOLUNTEERS: Volunteer recruitment, management and recognition; scheduling onsite volunteers; compiling registration kits; staffing registration centre; moderating sessions.

Also visit the **2003 Conference site @ www.cprspei.com**

maxim team

Committee Chair
Bonnie Elgie, APR

Editors
Pam Brandt, APR
Melissa Rolfe, APR

Writers
Terry Beeler
Monique Chenier
Grace Diffey, APR
Sean French
Heather Johnston
Henry Stevens, APR

Layout/Design
Darby Semeniuk

Members on the move

Have you made a job change?

Let your colleagues know by sending us your new job details.

E-mail bonnie@openminds.ca with the information.



Global Alliance

Benefits of Global Alliance to CPRS members

As you know, CPRS is a founding member of the *Global Alliance of Public Relations and Communication Management*. This new federation of PR associations acts as a clearing house for sharing resources and undertakes specific global projects on behalf of the profession. See www.globalpr.org for more information

So what does it mean for you?

You have already heard that, through this alliance, CPRS has concluded a total of 10 reciprocity agreements which, for example, allows for portability of your membership credentials to signatory associations. A complete list of these is at http://www.cprs.ca/english/aboutcprs/e_aboutcprs_global_history.htm
Another benefit of the Global Alliance is the pooling and sharing of reference resources offering members access to the best information available on specific areas of practice. Furthermore all GA partners have agreed to offer members rate to all GA members. For example, you can purchase at **members rate** the PRSA national conference registration or other world-class resources such as the UK web-site resource designed to help PR Decision Makers and PR Practitioners get to grips with Planning, Research & Evaluation (PRE). <http://www.pre-fix.org.uk/welcome/>

The world just got smaller

There are many other similar opportunities for CPRS members offered by the 28 GA partners around the world. Together we are collaborating to unify the profession and develop common standards. You are encouraged to get involved in our work. Check out the **manifesto** at www.globalpr.org/ and the attached work group list to see what we are doing on your behalf. You may also contact the undersigned at: jean.valin@justice.gc.ca

Jean Valin, APR, Fellow CPRS Presiding Officer
CPRS Global Alliance Committee and Chair-elect Global Alliance

Upcoming Events

IABC/CPRS Holiday Party Details

Home for the Holidays:

The Calgary chapters of IABC and CPRS are uniting to bring you "Home for the Holidays." Join colleagues and friends for an evening of traditional festive fun and warmth.

In the spirit of the season we are partnering with Habitat for Humanity to bring a little 'home' to those less fortunate. Bring along a hammer, tape measure, handsaw or non-perishable food for a future work site; office supplies for the Habitat for Humanity office - a cash donation would work too! All these donations go towards bringing another Calgary family 'home' for the holidays.

We look forward to seeing you 'home' for the holidays on Thursday, December 5.

Time:

5:00pm – 7:30pm

Location:

The Rotary House, Stampede Park
By car: on the west side by the entrance to the Round-up Centre, parking is \$5.
By C-Train: Stampede Park station, south of the entrance to the Round-up Centre.

Cost:

Members \$30
Student Members: \$25
Non-members: \$40
Student Non-members: \$30
Appetizers will be served. Cash Bar.

RSVP:

Monday, December 2, 2002

Cancellation policy:

Cancellations must be made 48 hours prior to event for refund; "no shows" will be invoiced.