

Note from the President

by Shawn Kelly, APR

It is a privilege to be writing to you in Maxim as this year's President of CPRS' Calgary Member Society. Having been an active CPRS member for the past five years, I am very excited about the direction in which CPRS is heading and am truly looking forward to the year ahead.

For the 2001/2002 CPRS program year, we have in place a tremendous Board of Directors, who will all be looking for ways to increase the benefits of membership in CPRS. As a group, we held a strategic planning session in August at which we established the goals for our Member Society for the year, as well as specific portfolio objectives. Allow me to outline the Board's goals for the year:

- Increase participation by senior-level professionals, including attending events, speaking at our events and joining/re-joining the Society. Providing opportunities for these members will allow CPRS to attract and retain

public relations professionals in all stages of their careers.

- Raise the level of volunteer recognition given to those people who help make CPRS Calgary tick. As a not-for-profit society with no local professional or support staff, CPRS Calgary could not operate without the support and ongoing commitment of our volunteers.
- Continue to promote the APR designation. As a professional designation, CPRS, both locally and nationally, is working to increase awareness of the leadership skills and professionalism of our APRs, both to organizations looking to hire public relations professionals, as well as to potential APR candidates.
- Demonstrate and add value to becoming a CPRS member. We are looking at various ways to increase value to our members in all of our portfolios.

I look forward to the opportunities this year has to bring and I invite you to join me in welcoming the 2001/2002 CPRS Calgary Member Society Board of Directors. **m**

CPRS • Member Profile

Maureen Payne, APR

by Susan Soprovich

With over 30 years in the Public Affairs business, Maureen Payne is a well established figure in the communications community. Brimming with enthusiasm, she states that she's had "a fabulous career" and was very fortunate to have found one that was personally rewarding, challenging and still gave her energy to do more. She says one thing that helped her early development was "the overwhelming positive reinforcement and support from mentors and clients, building my confidence as a practitioner."

Maureen began her career as a journalist with a graduate diploma in journalism from the University of Western Ontario and a brief stint working in the news media in

Halifax. She says she "always knew from a very early age that I wanted to do something in public relations and journalism gave me a base in public issues."

She then moved to Alberta to work for the Alberta government in the Public Affairs Bureau and department of Tourism. While there, Maureen directed the development and implementation of communications strategies to inform the public of many



Maureen Payne

[continued on page 7](#)

In this issue . . .

Introducing the CPRS Calgary Board	2	Alberta's e-business Leaders	5
Remembering Susan Francis	4	Schedule of events	6

Introducing the CPRS Calgary Board

by Sean French and Jakub Grigar

It's autumn, and time for CPRS members to officially meet their Board of Directors. As always, the Board is a diverse group with ambitious plans. We asked members to tell us what they bring to the table, their goals for the various portfolios and what they do in their work life. Here's what we found out:



Shawn Kelly, APR: President

Shawn brings strong leadership skills, sound experience and a good sense of fun to CPRS Calgary's member society Board of Directors. She believes volunteering for CPRS is an amazing opportunity to learn from colleagues, meet people who share a common interest and to give back to the community. It's a challenge she encourages all CPRS members to undertake. As this year's President, Shawn is committed to strengthening existing offerings and finding new ways to benefit members.



Colleen Killingsworth, APR: Past President

Colleen offers five years of experience at both local and national levels to the CPRS Calgary Board. It is this knowledge and experience she hopes to share with her fellow members. This is also Colleen's second year as our national board representative where her goal is to work with CPRS Calgary to develop portfolio guidelines that ensure continuity at the national level. Colleen currently works as a public relations consultant with FWJ Advertising-Public Relations.



Mona Gauvreau, APR: President Elect

Mona brings fresh ideas and insight on how CPRS can answer the question burning in the minds of current and potential members: "What do I get for my money?" She has already spent a year on the Board managing the membership portfolio and says her goals are to increase the profile of the society and the profession as a whole, as well as create an environment where members feel like they can't afford NOT to belong to CPRS. Mona runs a public relations company – pr works – which she began three years ago.



Leone Bechard, APR: Secretary

Leone has lived in Regina, Calgary, San Diego, Portland, Seattle, Vancouver, and Denver. But no matter where she's hung her hat, CPRS/PRSA has always given her a home away from home. Her experience with high-technology companies and other organizations in both the US and Canada will be an asset to the CPRS Board. A senior consultant with NATIONAL Diamond Public Relations, Leone's main goal is to repay CPRS in some small way for the valuable support and advice she's received over the years



Lorelei Piotto, APR: Accreditation

A sense of commitment, a passion for the profession and a great team of volunteers are a few of the assets Lorelei offers CPRS. She is dedicated to working with IABC to raise the profile of accreditation, encourage more eligible practitioners to take part in the accreditation process and to establish a mentor program for those pursuing accreditation. Lorelei currently works in communications & external affairs with Chevron Canada Resources.



Gordon Hawker, APR: Treasurer

Gord served on a much smaller CPRS chapter in Saskatoon, thus adding outside perspective and programming ideas to CPRS Calgary. He also hopes to bring accounting experience that will make financial information more accessible to Board members. Most of all, Gord hopes to add some fun. Past experience has taught him that when people enjoy their duties, they are willing to go great lengths to see them through. An independent PR practitioner, Gord does everything for his company Hawker & Associates Communications Inc.



Lisa Rushka: Programs and Professional Development

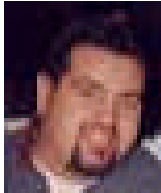
Lisa brings strong organizational skills and experience in delivering quality professional development opportunities for CPRS members to the new Board. Her goals are to offer a range of development opportunities to all practitioners – from student members to senior practitioners. She hopes to involve senior members as speakers, panellists or advisers, to expand the committee to involve more volunteers, and to hold a couple of great social events. Lisa is a consultant with NATIONAL Diamond Public Relations.



Tabitha Beaton: Website

Tabitha's past three years of experience on various CPRS committees and the CPRS Calgary board provides her with a deep understanding of member needs. Whether it is helping communication practitioners find new positions or allowing them to interactively discuss the latest PR topic, her goal is to make the web site a daily reference tool for CPRS members. Until December 2001, Tabitha is a public relations manager for Getty Images (formerly EyeWire).

continued on page 3



Simon Whitfield: Maxim

Simon is the national account executive for Kids Help Phone where he handles corporate marketing for the western-based accounts and partners. Simon feels the CPRS board gives him a chance to learn from some of the brightest PR minds in Calgary. He hopes to bring new ideas and perhaps some different ways of doing things to the Board. Most of all, he says he's there to learn. His goal for *Maxim* is to use it more effectively to promote CPRS and the public relations profession to business leaders in Calgary.



Janet Bliss, APR: Advertising and Sponsorship

Janet shares worthwhile perspectives gained during 25 years of working in almost every area of the communications business. More specifically, she believes her combined strength in both public relations and marketing can be put to good use helping raise and strengthen the profile of CPRS. Janet would like to find new and creative ways to involve and recognize sponsors so CPRS can develop new promotional materials and expand member services and programs. She runs her own company called Janet Bliss Communications Inc.



Jim Wood, APR: Membership

Jim brings to the Board a sense of perspective, gained from over 15 years in public relations, as well as a desire to make CPRS more relevant to members. He believes it is important for CPRS to develop programs that generate interest and enthusiasm. Jim shares a common goal with other board members: to instill in all Calgary PR practitioners an understanding of the role CPRS plays in professionalism and ethical conduct. He is a full-time public relations instructor in the Centre for Communication Studies at Mount Royal College.



Elizabeth McLennan, APR: Awards and Recognition

After a sojourn in Edmonton, Elizabeth recently returned to Calgary and is keen to share the insights and experiences she has gained through nearly 30 years in the communications industry. Her goal with the recognition and awards committee is to determine if current programs are meeting member needs. She believes this is essential when gauging how existing programs could be improved, what new programs CPRS Calgary members would like, and what can be eliminated. Elizabeth runs her own consulting business. **m**

Members on the move

New Members

- Brenda Richardson
Mt. Royal College
- Karen Tse
Marketing Coordinator, Parlee McLaws
- Larry Lalonde
Public & Communications Specialist, SAIT
- Sandra Hatch, Consultant
- Erica Fenson
Program Marketing Coord, CBC Calgary

Student Members

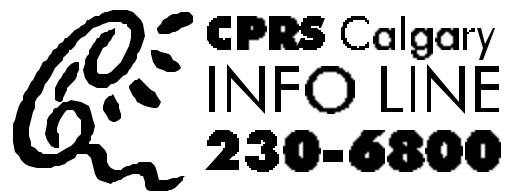
- Pam Purnell
- Chad Friio
- Carolyn Slipp

Do you know someone who isn't a member of CPRS, but should be? This is your chance to help us inform and recruit potential new members.

E-mail potential members to
Jim Wood, Membership Chair:
jwood@mtroyal.ab.ca

Upcoming events

Contact the CPRS Info Line for all the details on upcoming events



Or visit the CPRS Calgary Web Site at
www.cprscalgary.org

Remembering Susan Ann Francis

Susan Ann Francis passed away on Wednesday, September 19, 2001 as a result of injuries caused by a natural gas explosion of her home on July 22, 2001.

Susan will forever be in the hearts and memories of her husband, Jason Best; mother and father, Lois and John Francis of Calgary; and sister, Kathryn of Los Angeles. She is mourned by her aunts: June Tye (Bill) of Wexford, Ireland, Joyce Detlefsen (Bill) of Pender Island, Delia Lamont (Ron) of Calgary, Marian Stonell (Jack) of Edmonton; uncle Ross McCutcheon of Kelowna, and cousins: Janice Tye (Calgary), Michael (Toronto), Kirsten (Vancouver) and Karen (Philadelphia) Detlefsen, Glenda Waddingham (Calgary), Gay Chisholm, Peggy Bowker, Gordon McCutcheon, Diane Nagel, Doug McCutcheon, and Norman McCutcheon (all of Edmonton), and by Jason's father and brothers, Ted Greg and Chris Best; stepmother, stepbrother and stepsister, Nada, Erick and Erin Best, all of Ottawa. Susan will be missed by her many friends and professional colleagues from her years in Calgary, Ottawa, Nairobi, Edmonton and Victoria.

Susan was born in Calgary September 5, 1955, attended the University of Calgary and graduated in Journalism (Hons) from Carleton University in Ottawa. She received professional accreditation (APR) from the Canadian Public Relations Society in 1986. She was a member of the National Press Club in Ottawa for 22 years, and the Glencoe Club in Calgary since childhood.


Susan's remarkable career in professional communications was characterized by dedication and excellence. She threw herself into every challenge, first gaining a deep-rooted understanding, then moving forward to implement programs of action.

Working with Health and Welfare Canada in Edmonton in the '80s she managed crisis communication during the Chernobyl incident. In Victoria in the early '80s she was a public information officer for Women's programs

for the B.C. Government. In Ottawa she was Manager of Public Information for the Canadian Space Agency, and working with astronaut Marc Garneau, organized the Canada in Space day at the 1989 Paris Air Show. For Agriculture Canada she worked on Earth Summit programs, and on the drafting of Canada's sustainable agriculture positions. For a two-year period, she was Communications Manager for the 50th Anniversary of the United Nations. Later, working in Nairobi, Kenya, she served as communications Manager of the Habitat II conference in Istanbul. This world event was attended by delegates of 171 countries with 25,000 participants.

In 1998 she joined the University of Calgary as Director, University Communications. During the past year she served the Canadian International Development Agency and the World Bank as communications consultant for the Nile Basin Initiative, a program to develop communications between the nine countries bordering on the Nile River. She worked in Uganda and Ethiopia providing communications planning and training, and managed communications at world conferences in the Hague and Geneva.

Susan was an active and interested political worker starting with the Conservatives in Ottawa in the mid seventies. At the time of her death she was president of Calgary West Progressive Conservative Association. Susan was an impassioned feminist, advocating equity for women whenever she felt that women were being disadvantaged by their gender. Above all Susan was a true friend. She loved her friends and maintained her friendships through helpfulness, shared activities and love.

If friends so desire, memorial tributes may be made directly to the Calgary Health Trust in memory of Susan Francis, 10101 Southport Road SW, Calgary, AB. T2W 3N2, to benefit the Intensive Care Unit at Foothills Hospital. If you would like to e-mail expressions of sympathy, please contact: condolences@mcinnisandholloway.com 

Recognizing Alberta's E-Business Leaders

by Simon Whitfield

The first-ever Alberta E-Business Leadership Awards will be presented to ten companies, communities and non-profit organizations across the province in a gala ceremony to be held in Calgary on Wednesday November 28th at the Telus Convention Centre in conjunction with Alberta's first E-Business Leadership Day.

Bob Gardiner, President of EStrategies International Inc., the company behind the awards, says, "Through the recognition of organizations that have positively and significantly impacted their business with the Internet, we can set a standard for e-business success in this province."

The awards will determine success by excellence in design, revenue growth, customer satisfaction, industry segment leadership and expense reduction. Gardiner adds, "With the hype and negative controversy surrounding the value of Internet for business uses, these awards will serve to showcase Alberta's best e-businesses and point to the positive benefits of e-business in this province today."


A seminar program will precede the awards ceremony. Sessions will be held throughout E-Business Leadership

Day and will be divided into three streams:

- The Executive Stream, 'Lead the Transition to the E-Economy';
- The Small and Medium Enterprises Stream, 'Getting the Most out of E-Economy'; and
- The Technology Stream, 'What's Hot, What's Next, What's After That'.

All the sessions will be focused on ebusiness excellence, with topics of interest to both small businesses and large corporations. The seminar program will also feature keynote speeches from industry leaders.

"There are so many Alberta-focused organizations using these tools successfully, but there has not been a forum or platform to showcase them until now," Gardiner says. "Illustrating what is possible is the intent of the awards program."

For more information on the awards program, seminars and E-Business Leadership Day contact Bob Gardiner at (403) 541-0993 or bob.gardiner@home.com , or visit the Awards web site at www.albertaawards.com. 

CPRS • Online PR Resources

www.publicrelations.about.com


by Terry Beeler

Public relations professionals seeking an on-line pr "toolkit" of practical tips, reminders, suggestions and strategies will want to check out the www.publicrelations.about.com website. The year-old site is the brainchild of Steven Van Hook, a California-based communications professional with more than 20 years experience in domestic and international public relations, public education campaigns and in the media. A member of the Public Relations Society of America, and the International Association of Business, Van Hook is the founder of Worldwide Media Relations and PalmTreePR.

The website offers a broad range of topics including "how-to" advice on planning press conferences, creating a crisis communications plan and drafting effective news releases. In addition to this wealth of information, professionals share their work experiences from around the world. This site is part of the About.com portal, one of the top ten properties on the Net according to Van Hook, and records 25million

visits per month.

Van Hook says those visiting his site range from the seasoned professional to students and new entrants to the field. The most popular topics are related to employment and "nuts and bolts" articles on issues like media relations. Visitors to the site seek information about jobs, salary ranges, professional development and networking opportunities. There are links to PR organizations, chat rooms, forums, industry news and newsletters.

Looking to the future, Steven Van Hook hopes to get more contributors from around the world to share their public relations experiences. He says North American professionals can gain a new perspective by reading about the public relations opportunities and challenges that exist in other countries. For all public relations professionals, aboutpublicrelations.com is an excellent web based resource for a multitude of professional issues. 

Schedule of events

Month	Date	Topic
October	25	PR and Politics with Ezra Levant
November	22	Behind the scenes: PR for a political campaign
December	4	CPRS/IABC Christmas Party
January	24	We've been brought! Now what? A look at Mergers & Acquisitions Communications
February	24	PR Around the World: Opportunities and Experiences in International PR
March	28	PR for PR: Strengthening PR as a Profession
April	25	Strategic Corporate Giving Creating Win-Win Situations
May	23	The Ethical Debate: The Role of Ethics in PR
June	27	Town Crier Awards Celebration

Note: Dates are subject to change.

Visit the CPRS web site www.cprscalgary.com for complete event details or contact the info line at : 230-6800 or e-mail: events@cprscalgary.org

maxim team

Committee Chair

Simon Whitfield
simon.whitfield@home.com
 716-4086

Editors

Pam Brandt, APR Melissa Rolfe APR
 Bonnie Elgie APR

Production

Kim Aasen

New Design

Vaughan Wallace

Contributors

Terry Beeler Sean French
 Jakub Grigar Janis Robertson, APR
 Susa n Soprovich Simon Whitfield

maxim is distributed monthly to over 200 CPRS members and professional communications practitioners in Calgary and area.

Visit our Web site at: www.cprscalgary.org

Public Relations Students at MRC: Ready and willing!

by Janice Robertson, APR

The Mount Royal College (MRC) public relations program welcomed 35 new first-year students to the program this September. This bright and eclectic group is full of enthusiasm and plans for the future, and many of them could be headed your way!

One of the assignments in the Introduction to Public Relations course requires students to contact a practitioner for an interview and then write a report on their experience. CPRS Calgary members should not be surprised if they receive a call, asking for an hour of time. Any support is appreciated as there is simply no better way for students to start to truly understand public relations than to meet a professional at work.

The public relations program is also an ongoing source of public relations volunteers and part-time workers for you or your organization. Instructors have teams of students looking for clients for courses in research and public relations planning. There are also students wanting experience in all aspects of the profession and willing to donate their time (although an hourly wage is also appreciated!).

If you need assistance with event implementation, writing/layout, web design, research or planning, please give MRC students the opportunity to get involved. Visit the CPRS Calgary website (www.cprscalgary.org) for more detailed information. **m**

maureen payne...

from page 1

government policy directions and initiatives. One notable campaign that Maureen launched was "Stamp Around Alberta", substantially raising awareness and increasing tourism to the province. She was also involved on the communications planning team for the province's 75th Anniversary, which has become a legacy project. Today, Maureen is working on the planning for the province's 100th Anniversary.

During her career, Maureen has primarily worked in a consulting capacity, optimizing her expertise in marketing communication, issues management, public consultation and government affairs. She always thought that she'd go back into an organization, but found that consulting worked well with her personal and career goals.

Maureen started freelancing in the early-eighties, building her firm's reputation in the public affairs arena. With MPA Communications, Maureen worked on a variety of projects for clients while raising her family. But before she knew it, her company was growing, taking on more staff and there was less time for a 'work/life balance'. She's grateful for the support of her husband, David, who helped her juggle the many responsibilities.

While Maureen loved running her own business, she recognized the benefit of merging with GPC International in 1997. By joining a national firm, Maureen and her employees had the opportunity to work on national projects and learn from colleagues across the country. She says, "Working with GPC has been a lot of fun. I still get a thrill out of winning a new piece of business and establishing the direction and strategy of a program. I've been fortunate to work with a group of colleagues who remind me of myself – enthusiastic, energetic, creative, conscientious and committed to going well

beyond what's required."

Family and friends are very important to Maureen. The professional demands for her time are high – especially as Maureen stresses providing value and 'going the extra mile' for the client – but she has always had time for those around her. Maureen has been a mentor to many of the individuals she has worked with throughout her career, and "is proud to say that many of those individuals are still very close friends today."

Maureen has been actively involved in the Calgary communications community as an occasional guest lecturer at Mount Royal College and as Past President of CPRS (Alberta Chapter), as well as authoring a number of articles and workshops in communication management.

Her advice for public relations practitioners is to "connect yourself to a group that you can learn from and be mentored by – much of the communications business is not written in the books. Public relations is such a relationship business that it is vital the people learn from one another. You're only as good as the team you work with." Maureen says that one of the main reasons she's been so successful is because she's always surrounded herself with very competent, strong communicators.

Maureen doesn't see any large career changes on the horizon. She states that she's always followed a rule to re-evaluate her career every five years, deciding whether to sign on for another five-year term or to throw in the towel. She says "When the day comes when I'm no longer contributing value or am no longer challenged, that's when I'll give it up and consider becoming a better golfer!" **m**

Volunteer opportunities

SPONSORSHIP AND PROMOTION

No, you don't have to ask for money! We need enthusiastic people to liaise with other committees, help write promotional literature, strategize, assist in correspondence, etc.

Contact: Janet Bliss APR at 249-6084 or blissj@cadvision.com

Program & Professional Development

Looking for a junior to intermediate pr practitioner to assist in the planning and execution of events.

Contact Lisa Rushka at 531-0331 or lrushka@national.ca


maxim newsletter – Writer

We're looking for writers to develop news articles of interest to CPRS Calgary members.

Contact: Simon Whitfield at 716-4086 or simon.whitfield@home.com

Archives

Assist with cataloging, organization and maintenance of CPRS Calgary's Archives - representing 40 years of history.

Two to three hours a month are required. Contact Eileen Dooley at eileen.dooley@home.com for further details. 

Attention all members!

Do you have new contact information? Have you changed your job, location or your name? Please send us a note and we'll update our records so that you'll receive timely notices of our upcoming events and all issues of *maxim*.

Contact Jim Wood APR
Membership Chair
jwood@mtroyal.ab.ca
or by fax at 240-6563. 

CPRS Calgary Board

President

Shawn Kelly APR 286-8187
mskelly13@home.com

President Elect

Mona Gauvreau APR 269-5957
mona@prworkscanada.com

Secretary

Leone Bechard APR 531-0331
lbechard@national.ca

Treasurer

Gordon Hawker APR 225-0067
hawkerassocaites@home.com

Membership

Jim Wood APR 240-6113
jwood@mtroyal.ab.ca

Program & Professional Development

Lisa Rushka 531-0331
lrushka@national.ca

Accreditation

Lorelei Pioletto APR 234-5650
lpio@chevron.com

Maxim

Simon Whitfield 716-4086
simon.whitfield@home.com

Awards & Recognition

Elizabeth McLennan APR 249-6821
elizabethmclennan@home.com

Web

Tabitha Beaton 750-4288
tabitha.beaton@gettyimages.com

Advertsing and Sponsorship

Janet Bliss APR 249-6084
blissj@cadvision.com

Past President

Colleen Killingsworth APR 266-7733
colleen@fwj.com