

Welcome to the
CPRS Calgary
2010 Annual General Meeting


Vue Café
June 17, 2010



The Canadian Public
Relations Society

Agenda

AGM - Official Business:

- 
- Approval of 2009 AGM minutes - **vote**
 - President's remarks: 2009/10 Year in Review
 - Approval of committee reports - **vote**
 - Financial statements - **vote**
 - Appointment of auditors – **vote**
 - Introduction of 2010-11 board
 - Adjournment



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Agenda

Other Remarks:

- Looking ahead...
- Welcoming new Retired Members
- Areté Award Winners
- Induction of new Life Member
- Acknowledgement of departing Board members



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Motion – Approve 2009 AGM Minutes

Motion:

- To approve the minutes from the 2009 CPRS Calgary Annual General Meeting which took place on June 18, 2009



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President's Report

Highlights & Accomplishments:

- Continued to build bridges with aligned groups – CIRI, IABC
- Value for membership: two social events free to members
- Worked with Treasurer on transition and to maintain/improve the rigorous budget processes set in place last year
- Supported committees:
 - Signature lunch speaker event: Professor Smullen
 - Strong student program
 - Indy Program
 - Pilot mentorship program



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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
- Membership levels steady, but down from 2 years ago – effort on reversing the trend
- Calgary will host National CPRS Conference in 2015
- Indy program
- Retired Membership Category
- Recognition of long-standing members
- HOTwire and new blog/Twitter/social media presence
- Monthly PD program – excellent speakers
- Areté Awards program with CPRS Edmonton



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Accreditation Committee

Chair: Del Simon, APR

Highlights & Accomplishments:

- No candidates from Calgary participated in the Accreditation process this past year
- Two APRs received “Certificates of Accreditation Maintenance.” Congratulations to Judi Gunter, APR and Susan Elford, APR.



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Accreditation Committee

Looking Ahead to 2010/11:

- Two Calgary members are engaged in the Accreditation process

Goals:

- Increase the number of members in the Accreditation process to six
- Get more members to engage in the Accreditation Maintenance process



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Awards & Recognition Committee

Volunteers:

- Calgary Co-Chair: Daorcey Le Bray
- Rhonda Gorman, Lauren Piercy, Katie Smith
- Edmonton committee volunteers

Highlights & Accomplishments:

- Successful fourth year of the Areté Awards
- Engaged professionals and students from across the province in participation and judging
- Four individuals/organizations recognized for excellence in public relations (3 in Calgary)




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Awards & Recognition Committee

Looking Ahead to 2010/11:

- Next Areté Awards in 2010/2011
- Goal to expand provincial participation



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Communications Committee

Volunteers:

- Chair: Andrew McIntyre
- Numerous guest writers

Highlights & Accomplishments:

- Expanded CPRS Calgary's social media presence: blog and Twitter account
- By the numbers:
 - 33 blog posts and 1200+ views
 - 224 followers on Twitter
- Three issues of HOTwire, the CPRS Calgary newsletter
 - Timely and topical features





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Communications Committee

Looking Ahead to 2010/11

- Continue expanding our social media presence – goal of one blog post per week and Twitter update per day
- Continue with three issues of HOTwire – encourage more member submissions
- Recruit more volunteers to committee





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Independent Practitioners

“Indy” Director:

- Susan Elford, APR
- Thanks to volunteers supporting Susan's efforts:
 - Lisa Rushka, APR
 - Diane Rennie, APR
 - Carolyn Moore-Robin
 - Board members:
 - Judi Gunter, APR
 - Doug Lacombe
 - Lolita Jukova
 - Jeremy Berry, APR

Highlights & Accomplishments:

- Increased value to CPRS Independent Consultant members by having regular PD events and other support by way of an email distribution list for notifying Indy's of consultant opportunities and other opportunities for collaboration



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Indy's

Highlights & Accomplishments (cont'd):

- Formalized Indy program to Independent Consultants – Board assigned a Director-at-Large position specifically for Independent Consultants
- Held two learning events and two coffee clatches:
 - all events well attended
 - topics geared specifically towards Independent Consultants
- Regularly updated website to announce future events and advertise Independent Consultants available “for hire.”
- Conducted a confidential Indy member survey designed to build business knowledge of our peers and understand where we fit in the broader CPRS Independent Consultant community
- Collaborated with IABC Calgary to hold a joint Independent Consultant networking event.
- Purchased a projector so Indy events could be held in not-for-profit boardrooms outside the downtown core



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Indy's

Future Goals:

- More collaboration with IABC with a future PD half-day session tentatively planned for Fall 2010 targeted specifically at Independent Public Relations Consultants in Calgary
- Solidify the board position on CPRS Calgary (within existing by-laws)
- More Indy events for 2010-2011
- Ongoing regular support to the CPRS Independent Consultant community



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Membership Committee

Volunteers:

- Chair: Jeremy Berry, APR
- Committee: Leanne Laverick, Jerrica Goodwin, Laurie Yoon, Meaghan Carrier

Highlights & Accomplishments:

- Maintaining membership numbers during tough economic times:
 - June 2009: 139 full members/45 pending
 - May 28, 2010: 131 full members/31 pending
 - Calgary has fared well compared to Toronto, Quebec
- Increasing student membership:
 - June 2009: 115 student members/25 pending
 - May 28, 2010: 124 student members/26 pending
- Creating Graduate membership
- Piloting Mentorship program



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Membership Committee

Looking ahead to 2010/11:

- Working with National office whenever possible on the retention front/National is looking at a full-time retention position in the future
- Evaluate Mentorship program after one year, if successful, may look at growing it in the future
- Continue to promote membership in CPRS Calgary and increase membership in the years ahead
- Surveying current and pending members to ensure their needs are being met and value for membership remains high



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Program & Professional Development

Volunteers:

- Co-chairs: Leanne LeBlanc and Michelle Harries
- Committee: Julie McLaughlin & John Robertson

Highlights & Accomplishments:

- Bill Smullen lunch event – over 100 attended
- Our first, hands-on 'Social Media 101' session
- Varied roster of breakfast and lunch sessions from September to April – variety of speakers/topics
- Two social events offered complimentary to members: Holiday Party, AGM
- Thanks to event venue sponsor: TransCanada



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Program & Professional Development

Looking Ahead to 2010/11:

- Maintaining high calibre roster of speakers and topics
- Adding new venues and formats to our event list
- Incorporating your feedback and suggestions into another great year of professional development opportunities



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Special Counsel

Senior Counsel to the Board:

- Special Counsel: Judi Gunter, APR
- Thanks to volunteers supporting Judi in her outreach efforts:
 - David McAsey, APR
 - Neil Bousquet, APR

Highlights & Accomplishments:

- spotlighted 11 members who have more than 25 years as members of CPRS
- activated the retired membership category
- welcomed 5 returning members into the retirement category



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Special Counsel

Future Goals:

- re-engage long standing members with appropriate programming and volunteer opportunities
- encourage members who are retiring from their careers to transfer into the retired category rather than resign from CPRS



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Students

Student Reps:

- MRU: Jerrica Goodwin, Leanne Laverick
- U of C: Laurie Yoon and Meaghan Carrier

Highlights & Accomplishments:

- successfully ran 4 student networking events throughout the year:
 - "Speed Dating"
 - "Why Should I Hire You"
 - "The Real World: Communications"
 - Media Kits with Genome Alberta
- 124 student members as at May 28th (increase from 115 in June 09)



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Students

Future Goals:

- Increase student involvement and membership with CPRS
- Help increase student awareness of member benefits and mentorship program
- Continue lunch and learn student events



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Treasurer

Treasurer:

- Lolita Jukova

Highlights & Accomplishments:

- Continuous improvements to annual budgeting process
- Instituted new payment system on website job postings that cleared over \$3,000 in receivables
- Saved 28% on insurance by investing options offered through national office

Financial Position:

- Ended Fiscal 2010 with a shortfall, but less than budgeted and less than Fiscal 2009

Looking Ahead to 2010/11:

- Continue to make ongoing improvements to fiscal policies and practices
- Earlier budgeting process, address areas of revenue declines – return to black



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Website

Volunteers:

- Jodi Currie, Chair
- Jill Ramage
- Delia Mastacan

Highlights & Accomplishments:

- **Revenue Generator**
- Job post listings have continued to grow as the economy has improved. Now approaching 2007-08 levels.
- This year we introduced a pre-payment system for the job postings. A seamless transition that helped clear overdue payment issues.



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Website

Highlights & Accomplishments (cont'd):

- Nearly 100 individual job postings this year
- Useful Tool
- Users of the member's only section have increased as members see the value of the tips and tools available.
- Dedicated Volunteers, Jill and Delia, provide fast, accurate job postings and are instrumental in keeping the job board current for visitors and organizations.
- The website continues to grow and evolve to meet member needs.

Looking Ahead to 2010/11:

- Continue to develop website as a useful tool and information source for members and PR community in Calgary

www.cprscalgary.com



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Other Key Areas & Volunteers

- Secretary – Kathryn Osterberg, APR
- Director at Large – Shawn Davis, APR
- Director at Large – Doug Lacombe



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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, 2010

	ASSETS	YEAR 2010	YEAR 2009
CURRENT			
Cash		\$ 61,123	\$ 69,337
Accounts receivable		9,975	6,645
Prepaid expenses		<u>730</u>	<u>730</u>
		\$ 71,357	\$ 76,712
	LIABILITIES		
CURRENT			
Accounts payable and accrued liabilities		\$ 2,634	\$ 1,274
Deferred revenue		<u> </u>	<u>1,980</u>
	NET ASSETS		
UNRESTRICTED (note 3)		61,223	65,958
INTERNALLY RESTRICTED		<u>7,500</u>	<u>7,500</u>
		<u>68,723</u>	<u>73,458</u>
		\$ 71,357	\$ 76,712

* Audited by Sylvia F. DeLauretis Professional Corporation, Certified Management Accountant
* Copy of audited financial statements available at registration desk



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2009/10 Audited Financial Statements

Income Statement

	(as of March 31, 2010) 2010	2009
REVENUE		
Dues - members and students	\$ 13,362	\$ 7,678
Interest income	-	-
Professional development events	15,700	8,374
Special event – 50 th Anniversary	-	32,610
Website job posting fees	<u>11,675</u>	<u>19,650</u>
	<u>40,737</u>	<u>68,312</u>
EXPENSES		
Accreditation costs	3,460	535
Administration and supplies	2,683	2,168
Advertising and promotion	733	2,397
Bad debts	-	1,460
Bank charges and merchant card fees	1,149	1,483
Board meetings and volunteer recognition	-	2,747
Committee meetings and volunteer recognition	-	770
Insurance	1,862	1,230
Maxim newsletter (now Hotwire)	-	-
National board meetings and annual general meeting	-	1,098
Professional development events	20,338	11,605
Professional fees	15,247	15,693
Special event – 50 th anniversary	-	32,277
Telephone and communications	-	88
Website costs	<u> </u>	<u>3,885</u>
	<u>45,472</u>	<u>82,436</u>
EXCESS REVENUE OVER EXPENSES FOR THE YEAR	(4,735)	(14,124)
NET ASSETS UNRESTRICTED, beginning of year (note 3)	<u>65,958</u>	<u>80,082</u>
NET ASSETS UNRESTRICTED, end of year (note 3)	\$ <u>61,223</u>	\$ <u>65,958</u>



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Motion – Financial Statements

Motion:

- Moved that the CPRS Calgary 2009/10 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 2010/11 year



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Introduction of 2010/11 Board

Dan Muys, APR - President

Nancy Arab, APR, ABC, FCPRS

Jeremy Berry, APR

Shawn Davis, APR

Susan Elford, APR

Judi Gunter, APR

Pat Hammond, APR

Michelle Harries

Lolita Jukova

Doug Lacombe

Andrew McIntyre

Jill Ramage

John Robertson

Jill Rutherford

Del Simon, APR



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Motion – Adjournment

Motion:

- To adjourn the meeting



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Volunteers

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



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Looking Ahead

Key Goals for 2010/11:

- Membership retention and growth
- Encouraging more members to seek accreditation
- Succession planning for Board
- Launch Legacy scholarship
- Continue to demonstrate value for membership
- Continue strong professional development, “Indy’s” and awards programs
- Build for 2015 – members, volunteers, sponsors, PR for PR





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Welcoming Retired Members

- Retired Membership Category activated this year in Calgary:
 - Elaine Brown, APR
 - Merry Chellas, APR
 - Betty McLennan, APR
 - Sari Shernofsy, APR
 - Jim Wood, APR



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Arete Award Winners

**Presentation of Areté Awards
to Calgary winners**



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Life Member

Induction of a new Life Member:

Don Boynton, APR



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Departing Board Members

CPRS Calgary thanks:

- Jodi Currie – Website Chair
- Leanne LeBlanc – Program & PD Co-Chair
- Kathryn Osterberg, APR - Secretary



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Thank you!