



The Canadian Public Relations Society

Hamilton

Serving Southwestern Ontario

Your public relations community

CPRS Hamilton :: 2009/10 annual report

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2009/10 CPRS HAMILTON
BOARD OF DIRECTORS ::

Board Position	Name
<i>President</i>	Liliana Busnello
<i>Vice President</i>	Nancy Hutton, APR
<i>Treasurer</i>	Rick Mauro, APR
<i>Secretary</i>	Keisha Miller
<i>Pinnacles</i>	Nancy Hutton, APR
<i>Accreditation Chair</i>	Fran Gregory, APR
<i>Membership</i>	Samantha Sutton
<i>Mentorship</i>	Ginny Jones, APR
<i>External Communications</i>	Larissa Fenn, APR
<i>Sponsorship</i>	Al Lutchin, APR

PRESIDENT'S REPORT ::

Liliana Busnello

It has been an honour to serve as President, CPRS Hamilton, over the last two years. This past year as President has been met with great success and some major challenges, that as a group we have overcome and worked towards building an even stronger society.

Internally, the Board of Directors experienced vacancies and resignations from several key roles. However, during this challenging time, many of our members stepped up to the plate through their volunteer efforts, by filling some of those vacancies (and often taking on a new portfolio mid-stream!) and also by assuming leadership roles through the Mentorship Program and in the planning some of the society's signature events, such as the annual Humbug.

It is my belief that our community of public practitioners is as strong and as dedicated to our noble profession as ever. I encourage all of our members to stay engaged in the society at a variety of levels – either by taking on a leadership role on the Board, by writing for the website or newsletter, or participating in a committee. It is a beneficial experience for one's own professional development and for the advancement of the professional community.

CPRS Hamilton has been steadily growing its financial base for the past several years, and was in a fortunate position to earmark \$20,000 towards a new Legacy Fund that will be dedicated to acknowledging our members pursuing higher education in public relations. The fund was created in recognition of the efforts of the organizing committee, chaired by Kimberlee Lambe, APR, for the 2006 Canadian Public Relations Conference in Niagara Falls, and promises to benefit the society for years to come.

Congratulations to our new APRs, our new Fellows and our Pinnacle award winners in 2010. There truly is a lot to celebrate this year!

Thank you to my colleagues on the Presidents' Council for their advice and camaraderie over the past two years, and to the National Office for their continued support.

Finally, I would like to extend a heartfelt thank you to the Board of Directors for their support, dedication and continued hard work. It has been a privilege to have served as President for CPRS Hamilton for the past two years. It is hard to believe that this term has passed so quickly. It has been a rewarding and enjoyable experience that has allowed me to grow as both a PR professional and as an individual.

Best wishes to next year's President!

CPRS Hamilton
 2009 - 2010 Annual Financial Statement
(Prepared March 31, 2010)

OVERVIEW

Bank Balance as of March 31, 2009 **\$17,317.86**

Revenue:

Membership	\$6,133.75
Student Memberships	\$2,570.00
Sponsorships	\$825.00
Website Ads	\$300.00
Interest Income	-
Events	11,901.64

Total **21,730.39**

Expenses:

Event Expense	10,766.68
Student Awards	-
Design and Printing	\$393.12
Accreditation	-
Mentorship	\$251.20
Donations	\$250.00
Phone	\$335.92
Postage	-
Liability & Directors Insurance	\$2,614.68
Website	\$264.50
Bank & Credit Card Fees	\$549.88
Miscellaneous	\$234.88

Total **\$15,660.86**

Excess Revenue **\$6,069.53**

Special "Legacy" Fund **\$15,000.00**

Total Assets as of March 31, 2010 **\$38,387.39**

Samantha Sutton

Efforts by the board of directors in 2009-10 resulted in a strengthening of our membership network by creating close relationships with practitioners from London to Welland and everywhere in between. As this term of the board draws to a close, membership has remained relatively stable throughout the year, and as of March 31, 2010 stands at 75 members. I stepped in as Membership Chair midway through the year, filling a vacancy effective February 2010. With regards to memberships, the aim of the board has been to continue to reach out to practitioners through events to generate more full-time memberships. These outreach efforts also include continuing to provide our student members with valuable professional development opportunities as they make the transition from student to full-time members. As we look towards another year, the strategy will be to more actively solicit memberships from practitioners in South Western Ontario with an aggressive recruitment campaign so that we can grow our membership base and thrive in 2010-11. For more CPRS-Hamilton membership information, please visit:

www.cprs-hamilton.ca

Fran Gregory, *APR*

OVERVIEW

Accreditation has been and will remain a key area of development for CPRS Hamilton. In 2009-2010, Accreditation focused on renewing relationships with members who are eligible to pursue their APR and encouraging them to consider it this year.

DETAILS

During 2009-2010, we welcomed two candidates into the Accreditation process. Eventually one chose to defer her oral and written exams until 2010. The other candidate, Melissa MacDonald, successfully completed her exams and achieved her APR.

We made contact with every eligible Hamilton member to encourage them to consider Accreditation.

We currently have five candidates who have submitted their Work Sample by the April 15, 2010 deadline. We will stay in contact with these candidates, plus the candidate who deferred her exams, over the summer to help prepare them for the busy fall schedule.

In addition, this year we developed four articles on Accreditation which were sent in CPRS Hamilton correspondence. Each of the articles focused on a common concern that candidates may have about the APR process: I'm too busy; I don't know enough; or I'm not ready.

We have three new candidates who have expressed interest in pursuing their accreditation next year (2011).

OTHER

Fran Gregory will continue for an additional year as Accreditation Chair. Melissa MacDonald has expressed interest in helping new candidates to prepare for their exams, as someone who has recently completed the process. We welcome this offer and may encourage Melissa to consider the Chair position for the following year.

PINNACLE AWARDS ::

Nancy Hutton, *APR - Chair*

Guests at the 2010 Pinnacle Awards held at the Old Powerhouse in Stoney Creek on Wednesday, April 21, 2010 enjoyed a great evening of entertainment and delicious food.

We were pleased to have Larry Fedoruk the keynote speaker, enlighten us with his views on New Media, Old Media and Relating to Public Relations.

The evening also allowed those in attendance to help the board recognize individuals that were recipients of Special Awards, presented by the Board of Directors for their work within the Hamilton Chapter and their continued support. Of course, the event also recognized the excellent work of some of our members that submitted entries and took home awards in recognition of their achievements. The recipients of the awards are as follows:

SPECIAL AWARDS

Bill Cockman Memorial Award of Excellence in PR

Tricia Hellingman, APR

Student Award of Excellence

Katie Farr
Niagara College

CPRS Hamilton PR Professional of the Year

Darrel Skidmore

CPRS Hamilton Mentorship Award

Bruce Stock, APR

Lorelei Kilgour Memorial Outstanding Practitioner Award

Jeff Vallentin, APR

PINNACLE AWARDS

Marketing Communications

Halton Region

Anna Larson, Carleen Carroll, APR,

Angela Sugden-Praysner, Jill Attack, Al Navikevicius

Best of Both Worlds:

Physician Recruitment Campaign 2008-2009

Issues/Crisis Management

Halton Region

Sharon Little, Jeff Crowder, Carleen Carroll, APR

Communicating Pandemic H1N1 Influenza Immunization Clinics

AWARDS OF MERIT

Special Events

Concept Solutions

Deirdra Watson

International Brotherhood of Boilermakers, Local 128

Members and Family, An Afternoon at the African Lion Safari

Audio Visual

Halton Region

Sharon Little

Free Urgent Dental Care for Youth

Print Projects

Halton Region

Carleen Carroll, APR

Halton Region 2009 Progress Report

Student Project Award

Sheridan Institute of Technology & Advanced Learning

Matthew J. Dudman

Von S. Jeppesen

The 3S's Restaurant

EXTERNAL COMMUNICATIONS ::

The CPRS Hamilton Board completed a brand development process that drew on member research conducted in previous years. Key attributes highlighted included the value of CPRS Hamilton throughout a practitioner's career, networking opportunities, and the sense of a 'community of colleagues' that is unique to CPRS Hamilton. Building on these ideas, the Board launched a new logo and tagline:



A bookmark was developed using the new branding elements, to be used as a giveaway at Society events and in membership packages.

Working with volunteers Deirdra Watson who deployed CPRS Hamilton's e-mail marketing tool, and Zoe Siskos who handled website updates in 2009, members were kept up to date with regular promotions for events and news related to mentorship, accreditation and other Society matters. Several updates to the website were made each month; e-mail blasts were delivered as required, proving an effective tool to promote events. Hard-copy postcards were also developed as part of the promotional toolkit for the Pinnacle Awards.

While the CPRS Hamilton website is functional and content is renewed fairly often to maintain currency and interest, there are structural elements which may benefit from a review, including the comment format and the events calendar.

MENTORSHIP ::

Ginny Jones, *APR*

OVERVIEW

The Mentorship Committee is pleased with the progress the program has made during 2009/2010. Last September, we set four goals for the program year:

1. **Focus on Quality:** Identify and recruit a quality committee and quality mentors; provide quality events.
2. Reduce enrollment and recruit **12 to 15 mentors**
3. **Improve communications** with mentorship members
4. **Sponsorship** goal: \$1,200

DETAILS

Based on last year's research with mentors and mentees, this year's Mentorship program chose to focus on delivering a quality program and chose to pare down participation to a more manageable number (11 mentors; 11 mentees). We started the program earlier this year, starting with mentor confirmation in August; sponsorship requests and school visits in September; matching and kick-off event with Speed Mentoring in October; Humbug in November; check-in calls to mentors and mentees in December; an expert panel on organizational culture featuring Jeff Vallentin, APR (health care), Joy Shikaze, APR (media relations consulting) and Diane Slopek-Weber, APR (corporate) in January; a reverse mentoring event on Social Media featuring mentees in March that included Paul Jones, Matt Minty, Christine Wadden, Mark Skeffington, Jotsna Pervin and event chairs Christina Jean Pierre and Mariam Yousefi, and; a wrap up party/feedback session in April, facilitated by Deirdra Watson and Christina Jean Pierre.

Once again, Keisha Miller edited an excellent monthly newsletter which also served as the monthly reminder to mentors and mentees to connect. Our Advisory group provided advice on programming, mentor recruitment and sponsorship. Frank Florio, APR and Christina Jean Pierre joined me on visits to the schools to introduce the program and we committed to advance notice and invitations for all program events.

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The committee will meet in late May to review participants' feedback and begin planning for next year's Mentorship program. Six of this year's mentors have confirmed interest in returning as mentors next year and many of our mentees are interested in returning as committee members and mentees.

In the feedback, mentors shared that they enjoyed being part of "a well-organized, structured program" and enjoyed being able to give back to the profession. Mentees expressed their gratitude for building (new) professional relationships and learning about the skills and expertise of their predecessors. Both groups liked the Mentorship Workbook as it gave them "a solid framework to plan goals and make their meeting time together more productive." They asked the committee to consider more events, included a second reversed mentoring event to be organized by the mentees, and early start times.

OTHER

Special thanks to an amazing and dedicated Committee for their tireless support and to our talented and generous mentors and our mentees for their commitment to professional and personal growth. Special recognition to our sponsors – Tim Hortons Ltd, Concept Solutions, CCA Niagara, Dr. Terry Flynn – our CPRS National President, McMaster Communications Management, the 2010 CPRS Hamilton Board of Directors, Acuity Options and AMEC Environmental for their support.

It's been a full and rewarding year.

Respectfully submitted,
Ginny Jones, APR
Chair, Mentorship Committee

Mentorship Committee: Keisha Miller, Christina Jean Pierre, Ginny Jones, APR, Deirdra Watson, Dave Rowney, APR, Bruce Stock, APR.

"I have been a mentor in the program for three years - with very different mentees. The process is always one of discovery for both mentor and mentee."

~ Gordon Neufeld, APR, CPRS Hamilton Mentor, April 2010