



Karen Dalton, APR, CAE

Karen Dalton has 40 years of experience working in the fields of journalism and communications and providing association management services.

Building on her experience in communications and event management, she now spends her time working with volunteer Boards to establish strategic goals and objectives and developing action plans to achieve member satisfaction and ensure the financial success of the associations under her management.

Over the past 14 years, Karen has gained extensive association management experience currently managing the Canadian Public Relations Society (with a membership 1800) and the Canadian Carwash Association (representing 1000 carwash locations). From 2008 to 2014 she managed the Canadian Decorators' Association which had a membership of over 600. From 2002 to 2008, she also managed the Canadian Business Press (representing 150 professional business publications). Karen has served as Executive Director to these national associations.

Prior to this she led her own business-to-business communications firm, Dalton Communications, which specialized in print communications and media relations for corporate, non profit and government clients.

In addition to 12 years of private consulting experience, Ms. Dalton gained significant communication experience managing the Corporate Affairs Department of Sun Life Assurance Company of Canada reporting to the Chairman and President and other members of the senior management team for seven years.

Prior to joining Sun Life, Karen held senior editorial positions for six years with a number of business to business magazines published by Southam Business Publications and Kerrwil Publications Limited.

Karen graduated with an Honours Journalism degree from the Western University in 1976 and received her Accredited Public Relations (APR) status from the Canadian Public Relations Society in 1991. She has been a member of CPRS since 1982. She received her certified association executive (CAE) designation from the Canadian Society of Association Executives in 2013.