

CPRS Hamilton 2013-14 Annual Report



CPRS

Hamilton Society

2013-14 CPRS Hamilton Board of Directors



President

Ginny Jones, APR, FCPRS
President, Acuity Options

Vice President and Events/Networking Chair

Bob Deans, APR
Director, Levy Solutions @ Shalom Village

Past President

Nancy Hutton, APR
Director, Public Relations & Corporate
Communications, London Hydro

Secretary

Andrea Swinden
Communications Officer | Strategic
Communications Services, Halton Catholic
District School Board

Treasurer

Monique Vezina, APR
Communications Professional

Pinnacles Chair

Mark Gregory
Managing Partner
Locomotion Communications and Public
Relations Ltd.

Membership Chair

Lisa Stocco, APR
Administrator, Strategic Communications, Halton
Catholic District School Board

Professional Development Chair

Dr. Alex Sévigny, APR
Program Director, Master of Communications
Management
Editor-in-Chief, Journal of Professional
Communication
McMaster University

Accreditation Chair

Gisèle Shaw, APR
Manager, Corporate Communications Strategy,
Policy and Communications, Town of Oakville

Mentorship Chairs

Rosita Carobelli-Zukowski
All in Place Communications and Event Planning
Christina Jean Pierre
Red Hill Communications and Public Relations

Communications Chairs

Carla Marshall
Supervisor of Festivals & Events, City of
Burlington
Danielle Boucher
Marketing & Communications Specialist
CARSTAR Automotive Canada Inc.

Student Liaison

Sadie Wolfe

Student Representatives

Marcy McMillan, Sheridan College
Nadine Nock Mohawk College

President's Report

I am concluding my two-year term as President of CPRS Hamilton with a sense of accomplishment and pride. Much progress has been made by the Board in addressing our capacity for leadership and closing gaps so we can consistently and more seamlessly deliver programming and initiatives for our members. We have a solid foundation on which our next Presidents – Bob Deans and Alex Sévigny - can build our membership ranks to include a mix of sectors and to profile the PR profession to senior leaders. This continuity and growth will go far over the next two years for CPRS Hamilton to truly realize our shared vision, “to become the primary organization for professional public relations” in southwestern Ontario. As past-President, I will be assisting them in this effort and will remain on the Board for 2014 – 2015.



In review, we've focused our efforts on key priorities like our incorporation and member communications with our monthly e-newsletter. We have invested resources into offering high quality speakers like Katie Paine and Gary Grates (Note: coming June 17th). We are able to do so because of a strategic alliance we've set with administration of the Masters in Communications Management (MCM) program at McMaster University. We've focused on PR scholarship with the inaugural awarding of the Legacy Fund to Susan Emigh MCM. At the Pinnacles last month, we recognized excellent PR work and exceptional PR leaders. Our mentorship program just completed its sixth season and once again provided excellent programming and support for 12 mentees and 12 mentors.

At the national conference later this month, two of our members, Andrea Montgomery APR and Jodie Sales APR are being recognized for becoming accredited PR practitioners and Jane Allison, APR FCPRS is being inducted into the CPRS College of Fellows. Jane, who is an exceptional PR role model, will receive the national “Mentor of the Year” award at the conference. Jane serves as a mentor in our program and facilitates a summer “PR boot camp” with Jay Robb of Mohawk College for non-profit agencies in Hamilton.

We've spent time each monthly meeting to further develop our governance and our strategic planning practices. We clarified our values and were careful to behave in ways that support:

- Relationships
- Lifelong Learning
- Professional Integrity
- Strategy and Enterprise
- Community

Under the careful command of our Treasurer, Monique Vezina, APR, we sought incorporation status and will be filing annually with the province and with the national office of CPRS. Incorporation will provide greater stability and accountability for our members. Our Student Liaison Sadie Wolfe and Student Reps Nadine Nock and Marcy McMillan did lots of outreach with our 50+ PR student members at Sheridan, Mohawk and McMaster University and held two popular events with guest speakers.

Special thanks to our wonderful board of directors – I've enjoyed working with each of you enormously and have been so impressed with everyone's commitment.

It's been an honour representing our members. Thank you for your continued support of CPRS Hamilton and for your dedication to our dynamic profession.

Best wishes,
Ginny Jones, APR FCPRS

CPRS Hamilton 2013/2014 Annual Financial Statement

Prepared by Monique Vezina, APR

Operating Fund Balance

as of March 31, 2013

\$ 36,162.42

Revenue:

Membership

\$ 4,303.50

Student Membership

\$ 1,890.00

Event Revenue & Sponsors

\$ 26,724.35

Interest

\$ 118.84

Total

\$ 33,036.69

Expenses:

Event Expense

\$ 11,360.94

Mentorship

\$ 1,290.42

Donations

\$ 634.99

Communications Expense

\$ 1,037.80

Accreditation Expense

\$ 32.68

Liability & Directors Insurance

\$ 864.00

Website

\$ 2,396.34

Board Expense

\$ 1,530.19

Board National Conference Expense

\$ 3,411.30

Bank & Credit Card Fees

\$ 518.08

Misc. expenses

\$ 1,409.15

Total

\$ 24,485.89

Excess Revenue

\$ 8,550.80

Reserve Fund

\$25,480.50

Total assets as of March 31, 2014

\$ 44,713.22

Treasurer's Report

Records management is an important task in the process of sound financial management for an association. Accurate and regular financial information allows you to monitor the success or failure of your activities and provides you with information to evaluate the consequences of your financial decisions.

Bank Account

I initiated a review of the Society's bank accounts with RBC. As a result fees were reduced and a new GIC purchased.

Credit Card Fees

I initiated a review of the Society's account with Moneris which resulted in a reduction of merchant fees and transaction fees.

Incorporation

CPRS National has been encouraging member societies to become incorporated. Currently the CPRS National Governance Rules state:

Member Societies must be incorporated provincially and have the right to their own local constitutions, articles of incorporation Letters Patent, and By-laws. Such constitutions, Letters Patent and By-laws, shall not conflict with the National Society's Letters Patent Articles of Continuance, By-laws and Regulations and must be in keeping with the philosophy and standards of the National Society.

This year CPRS Hamilton started the process of becoming incorporated as a Not-for-profit corporation in Ontario. The application has been filed with the Government of Ontario and we are waiting for the articles of incorporation. Not-for-profit corporations carry on activities without the purpose of gain for its members and any profits or other accretions to the corporation shall be used in promoting its objects which are:

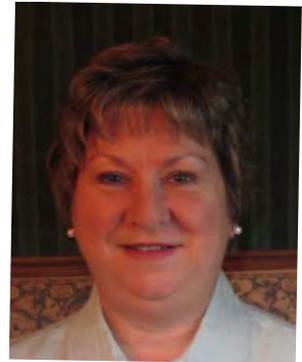
The Canadian Public Relations Society, Hamilton is the voice for the professional development, promotion and recognition of professional public relations practitioners in Hamilton, Halton, Niagara and Southwestern Ontario.

Our Values: Relationships, Lifelong Learning, Professional Integrity, Strategy and Enterprise, Community.

We are in the process of updating the Society's by-laws and reporting to align with CPRS National.

Another exciting year lies ahead.

Monique Vezina, APR
Treasurer



Membership

CPRS-Hamilton membership remains healthy, with a steady pattern of growth.

As part of the CPRS-Hamilton 2012-2014 Strategic Planning Process, and in alignment with National's Membership Strategy, an operational plan was developed and a number of strategic goals were established.

Based on the most recent membership information received from CPRS National, CPRS-Hamilton membership numbers have increased by approximately 9 percent during the course of the 2013-2014 year – just shy of CPRS-Hamilton's annual goal of increasing membership by 10 percent! Student and New Graduate/New Professional memberships also remain robust, thanks to the excellent work of the Student Membership and the Mentorship Committees.

Plans are now proceeding in order to establish a Membership Committee for the upcoming year, with an increased focus and effort to be placed on member retention and new member recruitment. The CPRS-Hamilton Membership Committee is committed to leveraging national data, as well as existing chapter data, in order to continue to build a strong and vibrant local membership.

For more information about CPRS-Hamilton membership, please visit:
<http://cprs-hamilton.ca/memberships>.

Lisa Stocco, APR
Membership Chair



Accreditation Report

CPRS administers a voluntary accreditation process for its members, which evaluates candidates' work through a real-life work sample, and written and oral examinations. All CPRS members in good standing who have been employed in Public Relations for five years and who spend at least half their time in Public Relations activities are eligible to apply.

CPRS's Accreditation process requires candidates to demonstrate a high level of professional knowledge, strategic thinking, expertise and integrity. The APR designation is recognized both in Canada and abroad, through CPRS's sister organizations including Public Relations Society of America (PRSA) — opening doors to career advancement and other professional outreach opportunities.

Accreditation in Public Relations is widely encouraged among CPRS Hamilton members. Our preparatory program is robust and has included group study sessions, study note preparation, current issues analysis, guest speakers, mock oral and written exams, and use of social media groups to foster study and discussion.

In 2013, two more of our members successfully earned their APR (Accredited in Public Relations), bringing our total of CPRS Hamilton members who have their APR to 42 — that's about half of our membership! We warmly congratulate Jodie Sales, APR and Andrea Montgomery, APR on their accomplishment.

We have two members taking part in the 2014 APR accreditation process. You could be next! Find out how by visiting www.cprs-hamilton.ca and click on Accreditation.

Gisèle Shaw, APR
Accreditation Chair



The
23rd Annual 
**CPRS Pinnacle
Awards**

On Thursday, April 9, the Hamilton chapter of the Canadian Public Relations Society honoured its best during its Pinnacles Awards Gala at McMaster University's Ron Joyce Centre in Burlington.

"The Pinnacle Awards are an important celebration of communications excellence. Organizations count upon communications professionals to help them to engage the public in effective and compelling two-way conversations that embody transparency and foster greater trust and stronger relationships," says CPRS Hamilton President Ginny Jones, APR FCPRS.

Special Awards

In the Special Awards category, CPRS Hamilton's most coveted public relations honours, winners were nominated by peers and recognized for exceptional service to the profession. This year's Special Award winners include:

Bill Cockman Memorial Award of Excellence in PR: Liliana Busnello, APR

Ms Busnello is a communications specialist at the Town of Milton.

CPRS Hamilton PR Professional of the Year: Jeanette O'Leary

Ms O'Leary is the CEO of Shalom Village in Hamilton.

CPRS Hamilton Mentorship Award: Gordon Neufeld, APR

Mr Neufeld is President of Communica and is a 'Careerology Coach' and event facilitator, leadership and 'Kolbe Coach'.

Student Award of Excellence: Elyse Maxwell

Ms Maxwell is a student in the Corporate Communications Program at Sheridan Institute of Technology and Advanced Learning.

Dr. Louis J. Cahill Distinguished Service Award: David Rowney, FCPRS, APR

Mr Rowney is the Senior Manager of Organizational Communications for TDL – the holding company of Tim Horton's.

Pinnacle Awards

Pinnacle Awards, for work programs and projects, are judged by a panel of seasoned practitioners against a framework for "communications excellence". Judges look for the application of two-way communications theory and the RACE formula (research, analysis, communications and evaluation) and proof that goals set during the analysis phase are met.

This year's Pinnacle Award and Award of Merit winners include:

Pinnacle Awards

continued

Communications Management: Pinnacle Award

Imagine Niagara Program

Niagara Region Communications Team

Daryl Barnhart, Andrew Korchok, Kevin Jaschinski, Nicola Beck, Leanne Forrester, Kelsea Cotnam, with OMNI Media Inc.

Community Relations: Pinnacle Award of Merit

Don't Be a Zombie to Crime Campaign

Halton Police Service

Staff Sergeant Troy Izlakar, Janice Coffin, Constable Laurel Barnett, Constable Noel Bowes, Constable Rob Partridge, Constable Carla Draper, Constable Mike Dinsmore, Superintendent Signy Pittman, Ashley Izlakar, Marina Snider, Bradley Taylor and Rob Newhouser.

Project Award: Pinnacle Award of Merit

Trek or Treat Campaign

Sheridan Institute of Technology and Advanced Learning

Corporate Communications Program students:
Lisa Dzikowski, Lauren Hayes, Jennifer Ishii, and Marcy McMillan.

Audio-Visual Project:

This year, there were two Pinnacle Award winners in this category:

Community Services Video Project

Niagara Region

Corporate Communications: Darrell Neufeld, APR with OMNI Media Inc.

and;

City of Hamilton: Ambitious City Video Project
City of Hamilton

Hamilton Economic Development and Real Estate: Michael Marini, Cert. PR, APR with Low Key Studios/Colourblind Productions





CPRS Hamilton 2014 Special Award Winners, left to right: Dave Rowney, APR FCPRS, Elyse Maxwell, Jeanette O'Leary, RN, MN and Gordon Neufeld, APR.



Guest speaker Lauren More, Vice President of Public Affairs at Ford Canada, offered a fascinating insider's view of the transformation of the auto industry in Canada.



Elizabeth Young presents a 2014 CPRS Hamilton Community Relations Program Award of Merit to Staff Sergeant Troy Islakar, Manager of the Community Policing Support Unit

On the cover: *Pinnacle winners pose with their awards at the 23rd annual Pinnacle awards gala.*

Professional Development

This was a year of growth and partnership in the professional development portfolio. We expanded our **Pint Sized Social Media** conversations, holding one each month. These grew in popularity, as a diverse group of public relations professionals and communications managers from across Hamilton gathered to network with each other, engage in insightful professional conversation and learning new things. We covered the following topics:

- Brand Journalism/Content Marketing;
- Digital Ethics,
- Corporate Social Responsibility,
- Issues Management,
- Campaigns,
- Crisis Management,
- Building Brand Communities Online



The second main focus of the professional development portfolio this year was to build sustainable partnerships that would increase the visibility and status of CPRS Hamilton in the local and national communities of practice. To this end, we negotiated a relationship with the Master of Communications Management (MCM) program, offered by McMaster and Syracuse Universities where, during each residency, the MCM program would partner with CPRS Hamilton to invite a speaker of international repute. Then, during lunch, there would be a joint luncheon where the speaker would address both communities. Afterward, in the afternoon, the guest speaker would offer a workshop for the CPRS Hamilton community. Of course, our peers from other professional societies would be invited to participate at the same rate as CPRS members. Members of the general public would pay a higher fee.

We tested this new model by inviting **Katie Delahaye Paine**, president of Paine Publishing, a world-renowned public relations metrics thought leader from New Hampshire. She gave a superb luncheon lecture while wearing her Google Glass. There were 100 members of the CPRS Hamilton and MCM communities present – it was a smashing success! Afterward, 60 practitioners gathered for Katie's excellent three-hour workshop. Both the luncheon lecture and the workshop were focused on the topic of Measurement in the Age of Context. After the learning portion of the day, a group of CPRS Hamilton board members and MCM students and faculty took Katie out for dinner at Spencer's in Burlington. Given the success of this pilot project, we will be continuing the **MCM-CPRS Hamilton PD Partnership** into the future, as it is a good way of attracting world class speakers to Hamilton.

This year, we have laid a foundation for a successful professional development portfolio going forward through the regular popularity of our monthly pint sized talks and our sustainable, mutually-beneficial partnership with the McMaster-Syracuse Master of Communications Management program.

Alexandre Sévigny, PhD, APR, MCIPR
Professional Development Chair

Networking Events

CPRS Hamilton provides opportunities for our members to connect with like-minded communications and public relations professionals in social settings. It is a wonderful opportunity to engage with the brightest and best in our field, and to benefit from their knowledge and experience.

Our *Holiday Humbug* in December was once again our premier social event. The evening was hosted at the Art Gallery of Hamilton Design Annex on James Street North, in the heart of the art district. The beautifully restored historic building was the perfect setting for our celebration and gave us a taste of the exciting developments taking place downtown. There was good food, fellowship, great prizes, and fun for all.

The event was well attended by practitioners at all levels as well as students. CPRS National Executive Director Karen Dalton was also on hand as we raised \$300 to support children's literacy through The Hamilton Spectator's *Newspaper in Education* program.

Based on our positive experience working with the Art Gallery of Hamilton at the Humbug, the Annual General Meeting on May 1st 2014 was held in the main AGH downtown. It was another great opportunity for members to get involved and learn more about their professional association. This year's AGM was followed by a guided tour of the Kim Adams *One for the Road* exhibit at the Gallery.

The strategic goals of our events are to encourage engagement of members in CPRS activities, provide networking opportunities, showcase the benefits of CPRS membership, and foster a spirit of belonging, or "team spirit". We encourage you to become involved. Attending social events provides opportunities for seasoned professionals to meet up-and-comers and for students and young professionals to connect with possible mentors.

There are many benefits to belonging to CPRS—professional development, accreditation, professional and ethical standards—but the value of networking cannot be overestimated. Of course, the best reason to attend CPRS Events —they're fun!

Bob Deans, APR
Events Chair



Mentorship Committee Report

The CPRS Hamilton Mentorship Program embodies the mission and values of CPRS Hamilton. This year the Mentorship Program provided quality programming for mentors and mentees. We focused on building community, developing and strengthening relationships and establishing and maintaining professional integrity.

The CPRS Hamilton Mentorship Program is well established, and has been used as a resource for other CPRS societies' and an international academic study. In late 2013, we were invited to participate in a research project on mentorship programs operated by professional organizations in the PR sector from the University of Leipzig, Germany.



The Mentorship Program consisted of 12 dedicated mentors and 12 ambitious mentees. We worked with an amazing committee of volunteers and had wonderful sponsors for the Program.

As a new initiative, we wanted to showcase the Mentors' commitment to Public Relations and professional background. This resulted in having all 12 Mentors profiled on the CPRS Hamilton website Mentorship page.

To incorporate social media into the Mentorship Program, we engaged participants in two-way communication via a LinkedIn Group. This online group had professional and relevant discussions throughout the course of the Mentorship Program.

Following the RACE formula we used last year's research as a baseline for our event programming. This included a total of 6 events:

- Introduction, Goal-setting and Speed Mentoring. A special thank you to Jane Allison for providing the complimentary meeting room space at The Hamilton Spectator.
- Resume and Mock Interview Workshop, with guest speaker Al Lutchin. We developed a new format for this year's event. A special thank you to Lisa Stocco for providing the complimentary meeting room space at the Halton Catholic District School Board.
- Humbug and Networking Session, this popular CPRS Hamilton event was well attended by both Mentors and Mentees. A special thank you to Bob Deans for arranging a private area for us to host our networking meeting prior to the start of the Humbug.
- Reverse Mentoring Event, this event allowed the mentees to create programming and share their knowledge with the Mentors. They produced an excellent presentation on the subject of "Video as a Communications Tool". There was an interactive component which consisted of creating a Vine, a six second video, by the attendees. A special thank you to Bob Deans for providing the complimentary meeting room space at Shalom Village.
- Public Speaking & Facilitation Seminar, hosted by Gordon Neufeld. This was a new event introduced to the Mentorship Program. We had the opportunity to invite CPRS Hamilton members and mentees from previous years. This event received very positive feedback and will be incorporated into future Mentorship programming.
- Wrap-up & Teambuilding, this event was an opportunity to receive feedback from this year's program to keep improving for next year. After the meeting portion, Mentees and Mentors ended the evening with bowling at Splitsville Entertainment.

As the CPRS Hamilton Mentorship Program evolves, we are exploring the possibility of introducing a Mentoring Circle concept for 2014-15 program session year. We are researching some ideas to incorporate this into our current Mentorship Program model.

We are very grateful for the continued dedication from our Mentorship Committee: David Rowney, APR, FCPRS; Ginny Jones, APR, FCPRS; Marvi Khatwani and Satinder Heir. A big thank you for their time and commitment over the year!

We would like to formally thank all our valued Mentors who dedicated their time to the program, as well as to the Mentees who engaged in this year's program.

This year's Mentors were: Hilary Sadler; Bob Deans, APR; Carla Marshall; Mark Gregory; Kim Sopko; Mary Siegner; David Rowney, APR, FCPRS; Gordon Neufeld, APR; Jane Allison, APR, FCPRS; Jodie Sales, APR; and Jeff Vallentin, APR.

As well as, a Thank-you to our generous sponsors: CPRS Hamilton Board, Tim Horton's Inc., Kennedy Jones & Sweeney, and Acuity Options.

Christina Jean Pierre and Rosita Carobelli-Zukowski
Mentorship Chairs

Student Liaison Report

My role as Student Liaison connected me with students across three campuses in the region preparing for their career in public relations. With the help of student representatives Nadine Nock (Mohawk College) and Marcy McMillian (Sheridan College) we promoted the value of a strong professional network and created opportunities for students to engage.



Supported by the CPRS board and members, the Student Committee hosted two student events, the first in November and the second in March. The first event gave students an opportunity to try out their networking skills while enjoying refreshments provided by the society as discussions about career goals and online tools were shared. A list of resources to support online networking was provided in CPRS branded event packages to each attendee. This event gave the Student Committee the opportunity to promote the annual CPRS Holiday Humbug event in December and gave students the chance to practice their 30-second elevator pitch.

The second event featured public relations professionals Suzanne Vukosavljevic and Daryl Barnhart who shared tips and tricks for landing that first job in public relations. Students listened to presentations, asked questions and exchanged contact information while tweeting highlights of the event. Connecting student members to established industry practitioners supported students by giving candid insight into succeeding professionally. Online participation was compiled using Storify and highlights were shared through Twitter.

Following the event students were encouraged to assist evaluation using the online survey software Fluid Survey to measure against objectives and support future events.

As a CPRS member since 2012 I continue to benefit from my membership and promote the professional development opportunities created through the society, encouraging public relations students and professionals to become involved.

Sadie Wolfe
Student Liaison Chair



CPRS College of Fellows

Congratulations to Jane Allison, Manager, Community Partnerships at the Hamilton Spectator, who was named to the CPRS College of Fellows.

Established in 1998, the College recognizes members who are, “proven leaders in the field and who have made exceptional contributions to the profession and their communities.”

Accredited in Public Relations (APR)

Congratulations to Jodie Sales, APR, Regional Communications Manager at RBC, and Andrea Montgomery, APR, Communications Specialist at the Regional Municipality of Halton, who have successfully attained their APR designation.

Accreditation is a certification program for public relations professionals that is administered by the Canadian Public Relations Society. It identifies practitioners who have depth of experience and competence in the professional practice of public relations.

CPRS Hamilton Legacy Award

Congratulations to our inaugural Legacy Fund Scholarship winner Susan Emigh, Director, Public Relations at McMaster University.



CPRS

Hamilton Society



CPRS Hamilton



@CPRSHamilton



CPRS Hamilton

cprs-hamilton.ca