

# CPRS - VI

ANNUAL  
REPORT



Canadian Public Relations Society  
Vancouver Island

# 2010-2011



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# 2010-2011 Board of Directors

## Executive Committee

Dave Traynor.....	President
Ange Frymire Fleming, APR, MBA .....	Past President
Erin Kelly .....	Treasurer
Sarah Milner, MBA .....	Incoming President
Michelle May .....	Secretary

## Directors & Portfolios

Vanessa Greebe, APR .....	Accreditation
Sarah Milner, MBA .....	Communications
Susan Gee .....	Education Committee Chair
Courtney Clark.....	Events
Phil Saunders .....	Membership
Gillian Crowley, ABC .....	Professional Development
Tera Nelson.....	Sponsorship

For bios and terms of references, please visit the website. To follow CPRS-VI on Twitter or join the Facebook group, head to:

[www.cprs-vi.org](http://www.cprs-vi.org)



# 2010-2011 AGM Agenda

## May 18, 2011

1. Call to Order
2. Approval of Agenda
3. Introduction of 2010-2011 Board of Directors
4. Approval of 2010 AGM Minutes
5. Treasurer's Report
6. Constitution & Bylaws Report
7. Nominations Report & Elections
8. Introduction of 2011-2012 Board of Directors
9. Accreditation
10. Sponsorship
11. Guest Speaker: Joan Yates, APR
12. Adjournment of AGM

# 2009-2010 AGM Minutes

Date: Wednesday, May 5, 2010, 11:30 a.m. – 1:20 p.m.

Venue: Magnolia Hotel and Spa  
623 Courtney Street, Victoria, BC

Present: Marion Grau APR, Past President  
Ange Frymire APR, President & Sponsorship Chair  
Dave Traynor, Treasurer  
Michelle May, Board Secretary  
Sarah Milner, Communications Chair  
Phil Saunders, Membership Chair

Regrets: Karla Sandwith APR, Accreditation Chair  
David Alexander, Education Chair

## 1. Call to Order: Ange Frymire

Ange called the meeting to order at 12:00 pm.  
The meeting began with the introduction of the 2009/ 2010 Board of Directors.

## 2. National Members: Ange Frymire

Ange recognized those CPRS-VI members participating on the CPRS National Board of Directors.

## 3. Approval of Agenda

Motioned: Kim Van Bruggen, APR  
Seconded: Barb Carver  
All in favour: **Carried**

## 4. Approval of AGM 2009 Minutes

Motioned: Lisa Baergen, APR  
Seconded: Phil Saunders  
All in favour: **Carried**

## 5. Treasurer's Report: Dave Traynor

As noted in the report, some details may be subject to changes. CPRS-VI is doing well. Beyond the Hype made a profit. The goal for 2010-2011 is to spend surplus money on professional development events. It is wise for a local society such as CPRS-VI to have a contingency fund, especially with the upcoming national conference to be held in Victoria.

Discussion.

Profit from Beyond the Hype is listed under the professional development portion of the Treasure's Report.

**MOTION: To approve the 2009-2010 financial statements and authorize the reappointment of the same auditor as the previous year.**

Motioned: Dave Traynor  
Seconded: Marion Grau, APR  
All in favour- **Carried**

## 6. Nominations Report: Marion Grau

Several returning board members were standing for election, including:

Dave Traynor..... President  
Ange Frymire APR ..... Past President  
Sarah Milner ..... Vice President & Communications Chair  
Phil Saunders ..... Membership Chair

Individuals nominated for the incoming board:

Michelle May .....	Board Secretary
Vanessa Greebe APR .....	Accreditation Chair
Courtney Clark .....	Events Chair
Tera Nelson .....	Sponsorship Chair

Positions still unfilled on the date of the AGM:

Treasurer  
Professional Development Chair

All nominees are CPRS members in good standing. In compliance with Roberts' rules, nominations from the floor were asked for three times. No further nominations were received.

**Nominations closed.**

**MOTION: To accept the nominations as indicated.**

Motioned.....	Barb Carver
Seconded .....	Kim Van Bruggen APR
All in favour.....	<b>Carried</b>

Introduction of 2010/ 2011 Board of Directors

7. **2009/10 Reflections**

**Accreditation Discussion: Vanessa Greebe APR**

Introduction of 2010 APR recipient Graham Currie and 2009 APR recipient Kim Van Bruggen

**Special thanks to sponsors this year: Ange Frymire**

Acumen Communications  
Artemis  
Royal BC Museum  
CNW Group  
Apogee Communications  
Helijet  
Times Colonist  
Island Blue  
Floyds Diner  
Never blue  
Royal Roads University  
Vancouver Island University  
Magnolia Hotel and Spa

**Acknowledgement of collateral created this year: Ange Frymire**

Thank you to those who contributed graphic design and promotional materials.

**Special thanks to Beyond the Hype organizing committee: Ange Frymire**

If anyone is interested in working on this committee or another please contact Board Secretary (email information on CPRS-VI website).

8. **GUEST SPEAKER**

Ange called Phil Saunders to the floor, who introduced Renee Smith-Valade, Vice President of Communications for Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC). Ms. Smith-Valade spoke about challenges as lead organizer of the games. The vision that the committee set out to create was to make the games Canada's games.

**MOTION: To adjourn the 2009-10 Annual General Meeting.**

Motioned.....	Lynn Charman
Seconded .....	Marie Zirk
All in favour.....	<b>Carried</b>

Meeting adjourned at 1:20 p.m.

# President's Message & Report

**Dave Traynor**

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It was a pleasure to serve the members of CPRS-Vancouver Island as President for 2010-2011. I was joined by a group of dedicated professionals who made my job a lot easier with their insight and creative ideas. I set two goals for my term as President:

1. To focus the Board's activities on delivering high-value member events and professional development opportunities.
2. To update the society's administrative processes.

Your Board of Directors met monthly during the past year, with the exception of June, July and December. In November, the Board held its annual strategic planning retreat. Once again, we were assisted in our day-long deliberations by Anita Wasiuta APR, a member of the National CPRS board and a long-time member of CPRS-VI. With her help, the Board adopted a new Strategic Plan for 2012, which features a renewed emphasis on delivering quality Professional Development opportunities to our members. The Strategic Plan is available on our website at [www.cprs-vi.org](http://www.cprs-vi.org) and I encourage you to read it.

Your Board also took upon itself the challenge of updating our Society's Constitution and Bylaws document, which had not been refreshed since 2002. We have also begun a project to create an online archive of our Society's history. By our reckoning, CPRS-VI will be celebrating our 30<sup>th</sup> anniversary in 2012, in conjunction with our hosting the National Conference – and we think that's worthy of a celebration.

**“CPRS-VI celebrates its 30<sup>th</sup> anniversary in 2012, in conjunction with hosting the National Conference...”**

In November, the Society hosted the third annual Beyond the Hype conference, in concert with our partner, Royal Roads University. The day-long event has earned a deserved reputation as one of the best opportunities for PR professionals to learn from each other about best practices and exciting new opportunities in our business. Watch for details about Beyond the Hype 4 – coming this November.

We've also launched a new speaker series, called “Real World PR.” Noted social media commentator Tod Maffin delivered the inaugural presentation, “Beyond Tweeting and Poking: The Science Behind Social Media's ROI.” Thanks to the generous support of Royal Roads University, this on-going series will highlight examples of how PR principles and best practices influence our daily lives in way that many people aren't aware of.

In January, we teamed with the Graphic Designers of Canada to co-host "How to Win Without Pitching," by author Blair Enns. His message was aimed at design and PR agencies that struggle with the demands of the conventional RFP process, which uses and abuses so much of our creative talent. We hope to have similar collaborations with other associations, to be able to bring additional high-quality events to our collective memberships while reducing or limiting our financial commitments. It's a good deal for all of us, if we find the right content.

I'd like to note the important contribution of Gillian Crowley, our Professional Development Chair, over the past year. Under Gillian's leadership, her Pro-D committee built a lineup of member events that delivered on our commitment to provide high-value events. Gillian and her team are already planning next year's line-up and I hope that many of you will participate.

Our Board was also excited to see the planning activities for the 2012 CPRS National Conference, hosted by CPRS-VI in Victoria, get underway. We were fortunate to enlist two co-chairs, Lisa Baergen and Kim Van Bruggen, who will work with the National Office to deliver a conference that all of Canada will be talking about. In March, it was our pleasure to host the National Board of Directors, who were in Victoria for a Board meeting and to tour the upcoming National Conference facilities. We enjoyed a wonderful evening of fine food and spirited conversation. It was a good opportunity for our Board members to meet their National counterparts and we're looking forward to hosting them again in June 2012.

Finally, I'd like to thank all of my fellow Board members for their support this past year. A member organization is only as good as the members who serve it and we are fortunate to continue to attract a high caliber of volunteers to manage our affairs. On a personal note, I'd like to particularly thank past President Ange Frymire Fleming for her support and guidance to me this past year, and for her years of service to our Society. Her enthusiasm and creativity will be missed – Victoria's loss is truly Vancouver's gain.

It has been a privilege and a pleasure to have served the membership of this Society for the past four years as Secretary, Treasurer and President. I'm looking forward to continuing to be involved as Past President, under the leadership of our incoming President Sarah Milner. Thank you, everyone.

# Past President

## **Ange Frymire Fleming, APR MBA**

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As incoming president in January 2009, one of Ange's presidential goals revolved around community outreach. The intention was to highlight CPRS-VI's excellent work to communications practitioners throughout the island. As a result, a debut up-island event was held at Vancouver Island University in April 2010.

Plans are in underway to organize the 2<sup>nd</sup> Annual Up-Island Engagement Strategy event. The board elected the Past President to lead this initiative beginning in 2011-12. Leigh Carter, who works as General Manager, Public Affairs, for the Comox Valley Regional District, was one of the prestigious panel members at the 2010-11 debut event. She expects to play a larger role for 2011-12 by sitting on the Organizing Committee.

Even with Ange relocating to Vancouver after a marriage proposal, CPRS-VI was still a top priority for her. Expertise, insight and recommendations were provided to the board regularly. She attended one meeting in person; the remaining meetings were through Skype or conference calls.

**“ ... The Up-Island  
Engagement Session planned  
for Fall 2011...”**

Throughout the term, she provided advice and counsel to Tera Nelson for the first half of Tera's term as new Sponsorship Chair, who certainly understood her portfolio and brought needed expertise to that position. Tera and Ange often brainstormed various strategies that would provide excellent value to sponsors and dissected other sponsorship opportunities for CPRS-VI.

Since her first meeting with then-president Barbara Carver in early 2006, Ange has enjoyed a vigorous and satisfying five years working with the various boards. She salutes the direction and leadership of Dave Traynor and is excited at the new possibilities that Sarah Milner brings to the presidency, whom Ange describes as a vibrant, passionate, tuned-in player who will continue with the excellent work of CPRS-VI. Although Ange's board work is finished, she will spend the 2011-12 term creating a Policies and Procedures Manual that will be managed by future past presidents.

Ange thanks the hundreds of members, practitioners and educators she has had the pleasure of meeting since 2006. She has pledged continued support to CPRS-VI from her Metro Vancouver home and as the CPRS representative for Kwantlen Polytechnic University's Applied Communications Department, where she is a full-time faculty professor.

# Treasurer's Report

**Erin Kelly**

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**Note: These numbers are based on year-end figures compiled prior to the final report from our auditor. Please see the 2010-2011 financial statements for final results.**

For the 2010-2011 fiscal year, CPRS-VI showed a surplus of revenues over expenses, thanks to the successful Beyond the Hype 3 professional development conference in November 2010, along with reasonable revenues from Society events.

At year-end, the Society's budget showed a -\$2,696 deficit on revenues of \$27,126.00 and expenses of \$29,822.00. The deficit is due to the fact that CPRS-VI paid \$8,540 in speaker's fees for a May 2011 Pro D event in the fiscal year 2010-2011. The Beyond the Hype 3 conference earned a profit of \$5,723.31 on revenues of \$12,535.00 and expenses of \$6,931.69.

As in previous years, the Society's revenues include sponsorships, which amounted to nearly \$14,000 of in-kind revenues. This does not include the \$4,000 donation from Royal Roads University for the Beyond the Hype Conference 3. Overall, these were offset by expenses in the same amount.

At year end, the Society had a balance of \$20,070.97 in cash in its chequing account. In addition, the Society has a \$15,330.39 contingency fund.

The endowment fund with the Victoria Foundation, which started with a portion of the Whistler Legacy revenue of \$40,000, had a balance of \$49,149.06 at the end of the 2010-2011 fiscal year, regaining some of its value following a decline the previous year. The Education Committee awarded a student bursary to Michelle May. CPRS-VI did not award a National Conference bursary in 2010-2011, due to the fact that CPRS-VI did not receive any applications to attend the St. John event in 2011. The award amount was thus deferred to fiscal 2011-12, which will enable CPRS-VI to offer two bursaries toward the National CPRS conference in Victoria in 2012. The Education Committee also carried over the purchase of reference books for CPRS members held at the Victoria Library to 2011-12.

**“CPRS-VI has \$20,070.97 in cash with a contingency fund of \$15,330.39...”**

Membership revenues rose to \$4,038 this year, compared to \$2,646 the year previous. This includes \$2,338 in National memberships, \$400 in associate memberships and \$1,300 in student memberships. Job postings remained a significant source of revenue at \$1,900 (including accounts receivable), up from \$1,600 the year previous.

# Secretary

**Michelle May**

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2010/11 was an exciting year for Michelle, who started as Board Secretary in January 2010. A former CPRS student member, she saw board participation as an optimal route to becoming a part of the Public Relations community in Victoria and nationally. During her time on the board, she was able to assist other directors with their responsibilities, contributing and gaining professional experience.

Regular responsibilities included attending all monthly Board meetings and recording of minutes. The minutes and next-meeting notices were distributed by email to the Directors.

Every monthly meeting required an agenda, which was emailed one week before meetings. This gave directors a chance to review and request additional items for discussion.

Directors were also encouraged to provide a brief summary of their latest activity for a monthly Board Report. Two to three reminders were sent each month for these to be completed, starting two weeks before meeting dates. The Secretary also was available to the directors for communication about meetings, events and information sharing.

**“Networking opportunities and professional development events provided expertise, wisdom and connections...”**

Networking opportunities and professional development events provided Michelle with a great amount of expertise, wisdom and connections. She looks forward to further growth within the CPRS community.

# Accreditation

## Vanessa Greebe, APR

Fourteen public relations professionals from across Canada are currently completing the requirements to become an accredited member of CPRS in 2011. CPRS recognized 17 CPRS members from across Canada in successfully achieving their APR designation by running an advertisement in the Globe and Mail in the Report on Business section on March 3, 2011. Approximately 30 percent of the VI membership have achieved this prestigious designation.

To become accredited and earn the Accredited Public Relations (APR) designation, a candidate must engage in specialized studies, pass rigorous written and oral examinations, and submit a detailed work sample. To even qualify to take the CPRS accreditation examination, a candidate must have earned a solid reputation of integrity and high ethical standards while completing a minimum of five years of full-time employment in the field of public relations.

**“...30 percent of CPRS-VI’s members are APRs...”**

Support for candidates now includes national webinars to assist in preparation in addition to support and guidance available here on Vancouver Island and many other comprehensive materials.

Great thanks go to Karla Sandwith for her guidance in Vanessa's first year as accreditation chair. As well, thanks to the current APRs who assisted in guiding candidates through the process. For anyone interested in learning more about accreditation, please e-mail [accreditation@cprs-vi.org](mailto:accreditation@cprs-vi.org).

Vanessa also recognizes the full local contingent of accredited members, who so richly contribute to the continued knowledge, integrity and professionalism in public relations:

1. Lisa Baergen, APR
2. Deirdre Campbell, APR
3. Graham Currie, APR
4. Ange Frymire Fleming, APR
5. Dianne George, APR
6. Marion Grau, APR
7. Vanessa Greebe, APR
8. Melinda Jolley, APR
9. Veronica Kempkes, APR
10. Maggie Kerr-Southin, APR
11. Barbara Mekelburg, APR, FCPRS
12. Susan Postma, APR
13. Karla Sandwith, APR
14. Sharlene Smith, APR, FCPRS
15. Kim Van Bruggen, APR
16. Marylou Wakefield, APR
17. Anita Wasiuta, APR
18. Joan Yates, APR

# Communications

## **Sarah Milner MBA, Communications & Vice President**

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This year, the Communications Committee followed through on its two-year plan initiated in 2009-10. Its goal was to continue to operate at no cost to the Board while increasing communication around Professional Development activities (as identified as relevant to members in the 2010 Professional Development survey). Efforts were focused on social media, bulletins and website content, while the number of member newsletters diminished.

**“...26 e-bulletins to more than 500 recipients...  
260 Tweet followers...  
95 LinkedIn members...”**

### **Newsletter**

- Three e-newsletters distributed (down 5 from 2009-10)

### **Bulletins**

- 26 e-bulletins distributed to 400+ non-members and 100+ members (up 10 over last year)

### **Social Media**

- Twitter: 260 followers (up 170 over last year), following 158 (up 150 over last year), 138 tweets (up 67 overall), 100+ mentions/retweets;
- Facebook: Closed group and switched to Page – 61 Likes;
- LinkedIn group: 95 members (up 67 over last year).

### **Website**

- Content linking for e-newsletters and e-bulletins to [www.cprs-vi.org](http://www.cprs-vi.org);
- Regular updates to website with all event information, embedded videos, education bursary information and past newsletters.

### **Earned Media**

- Paterson, Jody. “Walking the Talk” November/December 2010, Douglas Magazine. Dave Traynor and CPRS-VI mentioned.
- Royal Roads University. “Royal Roads student wins CPRS-Vancouver Island bursary” Media Tips Bulletin. January 27, 2010.
- Episode 10 – “Women in Power.” Winds of Change. Air date: July 17, 2010. Mention of CPRS-VI.

### **Thanks to:**

Steve Hutchings, contributing writer  
Kenzie Andrews, contributing writer  
Heather Watters, contributing writer

# Education

## **Susan Gee, Education Committee Chair**

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Committee Members: Maggie Kerr-Southin, APR  
Anita Wasiuta, APR  
Joan Yates, APR  
Marie Zirk

The Victoria Foundation administers a CPRS-Vancouver Island Legacy Fund on behalf of the chapter for the purpose of advancing the profession. The annual disbursement from the Fund is distributed to a student bursary, to sponsor a member to attend the National conference and to purchase professional resource materials, such as books and periodicals, which are housed at the Greater Victoria Public Library. The disbursement of the funds is overseen by a committee of CPRS-VI members, appointed by the Board of Directors.

The Board extends its thanks to former Education Chair David Alexander, who chaired the committee for the previous two terms. The Board also thanks Susan Gee, who stepped in to assume the committee chair position part-way through this past year. Susan is supported by a committee of senior CPRS-VI members, who meet to award the two bursaries and allocate the educational funds.

In 2010-11, the winner of the \$500 Denis Racine Student Bursary was Royal Roads student Michelle May.

**“Two members will be awarded bursaries to the National Conference in Victoria in 2012...”**

There were no applications for the 2011 Conference Bursary. As a result, the 2011 award will be deferred to 2011-12, when two member bursaries for the 2012 National Conference in Victoria will be awarded.

In 2010-11, there were no funds allocated for the purchase of resource materials. As with the National Conference bursary, the funds available will be deferred to the next Board year.

# Events & Pro D

**Gillian Crowley ABC, Professional Development Chair and  
Courtney Clarke, Events Chair**

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From September 2010 to May 2011, CPRS-VI scheduled a variety of professional development events and social mixers. Both chairs, who were new to their portfolios, met with the Professional Development (PD) committee several times over fall and winter to plan events. To ensure that the needs of members were understood, an online survey was conducted in September 2010. The results from 77 respondents (members and non-members) were ranked as follows:

Social media .....	average rating 4 out of 5
Issues management .....	3.69
Public consultation .....	3.6
Stakeholder relations.....	3.56
Media relations .....	3.44

Several comments indicated a desire to see CPRS-VI improve its value to members and raise its profile in the community. In response, four webinars from the National office were made available to CPRS-VI members free of charge. Attendees met in a central location to watch the webinar and discuss the topic afterwards. Evaluation surveys following the webinars were very positive about this value to members

Members had an opportunity to meet the new president and board members during the "Mix and Mingle" at Floyd's Diner in mid-September. In December, the holidays were celebrated with another fun social event, featuring the ever-popular Wall of Wine. Thanks to Courtney for organizing both mixer events.

The third annual conference, Beyond the Hype 3, was held in November. Under the leadership of Kim Van Bruggen and supported by an enthusiastic committee, this full-day event brought together a mix of social media experts who examined the topic from multiple perspectives. Delegates spent the day at Royal Road University, learning, sharing experiences and discovering new uses for social media. A committee is being assembled to continue this conference tradition in 2011.

**"... CPRS-VI teamed up with  
Graphic Designers of Canada..."**

In late January, the Society experimented with a jointly sponsored event featuring Blair Enns on "Winning without Pitching" – marketing techniques applicable to members of both CPRS and the Graphic Designers of Canada. More than 60 people filled the room at this after-work professional development event held at the Laurel Point Inn. Both organizations felt this was a worthwhile cooperative effort and will continue to look for future opportunities.

In early March, the National Board met in Victoria, providing an opportunity to ask Sean Kelly APR, FCPRS, to deliver a Lunch & Learn presentation on his crisis communications experiences as senior public relations manager at the Canada-Newfoundland and Labrador Offshore Petroleum Board (C-NLOPB). Sean was very generous with his time and stayed afterwards to answer questions from a number of senior practitioners.

As part of raising the profile of CPRS-VI within the community, Tod Maffin, digital marketing strategist, consultant and author, was invited to give a presentation May 5 on measuring social media's impact. "Beyond Tweeting and Poking: The Science Behind Social Media's ROI" had appeal to PR practitioners, marketing and sales professionals and others required to justify their organization's use of social media communication tools. Thanks to the entire Board, who worked hard to get the word across Vancouver Island and Metro Vancouver out on this exciting event.

The Professional Development and Events Chairs also thank their supportive committee members: Ann Borrowman, Kate Hildebrandt and Andrew Hume.

# Membership

## Phil Saunders

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Membership Profile as of March 31, 2011:

Total National Members:	54
Total Retired Members:	2
Total Associate Members:	8
Total Student Members:	32
TOTAL MEMBERSHIP:	96

As of March 31, 2011, CPRS-VI's total membership base remained flat, dropping from 67 national memberships as of March 31 2010, to 54 national memberships as of March 31, 2011. Student membership rose from 22 in 2010 to 32 in 2011, which bodes well for long-term recruitment and retention of the society, especially with student participation at the board and committee levels. Associate memberships also rose from four in 2009-10 to eight associates for this fiscal year. Retired members remain the same at two.

Linda Wilkinson deserves a special thank-you. As a volunteer and a graduate of the Royal Roads University Bachelor of Arts in Professional Communication, Linda has also been gathering an archival history of CPRS-VI and will be working on an oral history of this society to show and share with the membership at the National Conference in 2012.

**“...A new project to create an archival history of CPRS-VI for the 2012 Conference...”**

Outgoing chair Phil Saunders will continue to work with Linda on this project, as he steps into committee participation in the upcoming year after three years of holding the membership chair at the board level.

Phil also stepped away from his work on the National Recruitment and Retention Chair earlier this year, but will continue to be an active participant in CPRS-VI activities at the membership committee level.

# Sponsorship

## Tera Nelson

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It was a successful year for CPRS-VI in the development of new relationships and nurturing of existing partnerships with sponsors.

CPRS-VI is grateful for its many partners and sponsors who continue to give generously and contribute to the success of CPRS-VI's professional development functions and events. Specifically, the chair acknowledges Royal Roads University, Helijet, The Magnolia Hotel & Spa, Acumen Communications Group, CNW Newsgroup, The Royal BC Museum, Harbour Air Seaplanes | Westcoast Air and Floyd's Diner.

The Magnolia Hotel & Spa provided guest speakers with luxurious accommodation and a warm, inviting environment for lunch meetings and other events. CPRS-VI proudly congratulates the hotel for being recognized as one of the Top 10 Luxury Hotels in Canada. For those who have stayed or attended one of the Society's events, it's easy to see why!

The donation of \$4,000 from Royal Roads University was used to support the delivery of Real World PR, a professional development series that looks at how best practices in public relations are being used today. This significant financial support will provide a strong foundation for future presentations in this series.

Significant support from sponsors contributed to the success of the annual Beyond the Hype event where in-kind contributions valued nearly \$10,000. CPRS-VI looks forward to continuing its partnerships in the years to come.

**“...BTH3 brought in nearly \$10,000 ...in-kind sponsorship was nearly \$14,000...”**

In summary, the value of in-kind contributions from sponsors was nearly \$14,000—a remarkable demonstration of support and commitment to CPRS-VI that enables the Society to provide quality services for its members.

Thanks to Kate Hildebrandt for her assistance with preparing the sponsorship package for the Tod Maffin presentation, which helped secure another sponsor for CPRS-VI. Great work, Kate!

Finally, a very special note of thanks to our 2009-10 Acting Sponsorship Chair, Ange Frymire Fleming, APR, for her continuous support and guidance over the year. Ange has built a strong foundation upon which future sponsorship opportunities will continue to grow.

# CPRS National Conference 2012

**Kim Van Bruggen, APR & Lisa Baergen, APR**

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The Vancouver Island planning committee is gearing up for the CPRS National Conference in Victoria June 10-12, 2012. **Currents** is the theme for the conference, linking the island's coastal location to the powerful ebb and flow of forces and trends that shape the profession of Public Relations and the organizations that PR professionals serve.

**“The 2012 theme is “Currents,” linking the island’s coastal location to the powerful ebb and flow of CPRS...”**

The conference will be held at the Victoria Conference Centre with conference room rates negotiated with the Fairmont Empress. There will be a host of keynote speakers, programs, plenary sessions, an awards gala and of course special on and off-site events.

The committee aims to make the 2012 conference a memorable event that attendees and sponsors will applaud as a benchmark for future conferences. It is busy planning and executing the many facets of organizing a conference that spans several days and hosts over 350 practitioners.

The planning committee is thrilled to have such a talented team of mid- to senior-level practitioners leading the way. CPRS-VI thanks the current Planning Committee: Kim Van Bruggen, APR; Lisa Baergen, APR; Ronald Proskow; Caitlyn Sassaman; Sheridan McVean, APR; Marina Jaffey; Deirdre Campbell, APR, MBA; Monica Gervais; Michelle May; Cynthia Wrate, ABC, MBA; Joanna Linsangan; Andrea Moir; Terra Casey; Margaret Doyle; Heather Watters; Barbara Carver; Robin Hutchinson.

There is a group of volunteers who have come forward to work with the committee in various capacities, and there is always a need for more volunteers. If you are interested in volunteering, please contact the Volunteer Chair Barb Carver at [barbara@baytreecommunications.com](mailto:barbara@baytreecommunications.com).

**The power of CPRS-VI: How can you help?** With such an incredible community with CPRS-VI, the committee asks all members to pull together to use your networks and contacts to put on a conference to be remembered. Please email the committee with any potential contacts you may have for organizers to approach regarding sponsorship opportunities. This conference has such an incredible opportunity for sponsors not to be missed. Email Ron Proskow at [Ron.Proskow@saanich.ca](mailto:Ron.Proskow@saanich.ca) with any ideas, contacts or for a sponsorship kit.

# Get Involved!

## Dave Traynor, President

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Any member association is only as good as the members who step forward to help with its operation. CPRS-VI has always enjoyed a high degree of support from dedicated members who volunteer for a variety of tasks.

Your board welcomes any member who would like to get involved to please step forward. In the coming year, there are several opportunities to volunteer.

### **Beyond the Hype 4 – November, 2011**

In November, CPRS-VI will again host Beyond the Hype (BTH) 4, an annual day-long conference dedicated to sharing PR best practices and learning from our colleagues. In just three years, Beyond the Hype has earned an enviable reputation for delivering high-value member value opportunities in an attractive setting at Royal Roads

**“... In just three years, Beyond the Hype has earned an enviable reputation for delivering high-value member opportunities in an attractive setting at Royal Roads University...”**

University. If you are interested in helping this year's version, please send a note to [ProD@cprs-vi.org](mailto:ProD@cprs-vi.org).

### **CPRS National Conference – June 2012**

CPRS-VI is proud to be the host society for the 2012 CPRS National Conference in Victoria in June 2012. The two conference co-chairs are Kim Van Bruggen, APR, and Lisa Baergen, APR, who are busy coordinating the planning activities for this

**“... CPRS-VI will host the 2012 National Conference... There are many opportunities to participate...”**

major event. In addition to the conference committee, there are many opportunities for CPRS-VI members to participate in the months leading up to the conference, as well as volunteer at

the event itself. For more information, please watch for regular updates via email.

### **Board Committees and Events**

In 2011-12, the board will continue to focus its activities on delivering high-value events and professional development opportunities for its members. The board is looking for qualified and enthusiastic volunteers to assist with the planning and delivery of society events. If you enjoy public event planning, please contact [ProD@cprs-vi.org](mailto:ProD@cprs-vi.org) to find out how you can be involved.



# CPRS-VI

Vancouver Island, British Columbia, Canada

[www.cprs-vi.org](http://www.cprs-vi.org)



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