

CPRS Hamilton Annual Report



2018 / 2019

BOARD OF DIRECTORS



Co-Presidents

Dan Muys, APR
Dustin Manley, APR, MA, CMP

Past President

Mark Gregory

Vice President

Christine Szustaczek, MCM, APR

Treasurer

Monique Vezina, APR, LM

Secretary

Tara Sprigg, APR

Chair, Accreditation

Heather Pullen, MCM, APR, FCPRS

Chair, Business Development

Andrea Montgomery, APR

Co-Chairs, Communications

Joanna Williams
Rosita Zukowski

Co-Chairs, Membership

Rick Mauro, MBA, APR, FCPRS
Kim Yielding, MEd, MCM, APR

Co-Chairs, Mentorship

Agnes Bongers, MCM
Shelby Riddell

Co-Chairs, Pinnacles and Special Awards

Janine Ivings, APR
Mary Jo Milhomens, APR

Co-Chairs, Professional Development

Alex Sévigny, PhD, APR, MCIPR
Caroline Bourque-Wiley, MCM, APR

Co-Chairs, Student Liaison

Ailidh Gray
Alana Szymanski

Chair, Special Events

Cialyn Carson

Strategic Direction (2018/19)

The Canadian Public Relations Society Hamilton promotes ethical standards of professional practice and conduct among its members while developing public awareness of the value and function of the public relations profession. Our goals include:

1. Expanding membership in the communications community.
2. Communicating the value of membership and accreditation.
3. Increasing member engagement.
4. Providing increased opportunities for professional development and leadership.

Our Mission

We are the voice for the professional development, promotion and recognition of professional public relations practitioners in Hamilton, Halton, Niagara and Southwestern Ontario.

Our Vision

To become the primary organization for professional public relations practitioners in Hamilton, Halton, Niagara and Southwestern Ontario.

Our Values

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

Strategic Priorities

- Strong and vibrant membership
- Expanding membership in the communications community
- Enhancing our profile in the community and giving back
- Communicating the value of membership and accreditation
- Increasing member engagement



CO-PRESIDENTS' MESSAGE

Dan Muys, APR Dustin Manley, APR, MA, CMP



Mandate of Portfolio

The mandate of CPRS Hamilton's Co-Presidents is to provide leadership to the Board and Membership, representing their interests on a local and national level. As the primary liaison with the National Office, we represent our membership by providing regular two-way communication between the two organizations. Our roles include, but are not limited to:

- Embodying the Code of Ethics and Standards of Practice
- Chair monthly board meetings
- Ensure the chapter's financial stability
- Set the strategic vision and direction of CPRS Hamilton
- Build leadership capabilities of board members
- Support board members in accomplishing their programming and goals
- Provide ongoing communications with members including the monthly Presidents' Message showcased in the newsletter and website
- Recruit new board members



L to R: Dustin Manley, Dan Muys

Celebrating our 30th Year, CPRS Hamilton has every reason to be proud.

We have a strong history – as evidenced by many signature initiatives that continue to this day: Humbug, Pinnacles, Awards programs and the high level of accredited members. In fact, CPRS Hamilton boasts the highest percentage of members who are accredited among all CPRS Chapters in Canada. We also have one of the largest contingents of CPRS Fellows in the country. Plus, over the course of our history, many CPRS Hamilton members have served as National President, as members on the National Board of Directors, and have led key National committees. It's a legacy of which we can all be extremely proud.

The 2018-2019 program year was again successful in what we were able to offer PR professionals in Hamilton, Niagara, Halton and Southwestern Ontario. The entire Board of Directors of CPRS Hamilton is pleased that this year's programming helped build on the strong legacy of the past 30 years – and in doing so further augmented our reputation as a leading society within the national CPRS organization.

The pages of this Annual Report provide an excellent summary. Please take the time to read the reports prepared by each Chair and Co-Chair. By way of overview, here are some of the highlights:

- The Pinnacles are back! Our local awards program was refreshed and it came back in smashing style with the Pinnacle Awards Gala in February.
- Two more Elevate PR all-day professional development sessions were very well-received, well-regarded and successful.
- Our mentorship program continues to influence young PR careers.
- Pint-Sized PR PD sessions are back! With more to follow in 2019/20.
- Our Accreditation Chair, Heather Pullen, APR, provided important guidance and mentorship for more APR candidates from our Chapter.
- Access PR will launch soon as a business development and profile building opportunity.
- A Speakers Bureau is also underway.
- We're pleased to honour a new Life Member at our AGM: Sandy Manners, APR.

Special thanks and recognition to the outgoing CPRS Hamilton Board members for their years of service: Mark Gregory, Monique Vezina, APR, Tara Sprigg, APR, Joanna Williams, Heather Pullen, APR, FCPRS, Alana Szymanski, and Ailidh Gray.

We look forward to celebrating 30 years of CPRS Hamilton with you at the AGM and Special Awards Ceremony on May 14, and we look forward to 2019/20!

“We are immensely proud to represent one of — if not the -- most engaged and innovative CPRS chapters in the country.”

Mark Gregory

Mandate of Portfolio

A key responsibility of the Past President is to spearhead efforts related to Board recruitment. Articles 4 and 5 of the CPRS Hamilton Chapter Bylaws require a Nominating Committee propose a slate of executive officers and Board Directors to be presented for election at the Society's annual general meeting scheduled for early May.

The Committee plays a vital role in the successful governance of the Chapter by addressing four key goals: leadership development, board retention, member engagement and succession planning. The Nomination Committee is responsible for ensuring that it follows processes and practices that are fair, consistent, open and transparent.

Committed, experienced, innovative and skilled PR leadership is the backbone of the Hamilton Chapter's success.



L to R: Linneah Tovstiga (mentee), Mark Gregory (mentor)

The Nomination Committee consulted current board members and CPRS Hamilton members including members with previous Board experience, and those who expressed interest in board service. Based on these communications, the Nomination Committee prepared a draft slate of Board officers and directors for the Board's review and decision.

Those current Board members who wished to stand for re-election had the choice to continue in their portfolio or take on a different Board challenge role and build new skills.

The Committee's proposed slate for Board approval represented a strategic mix of leadership, experience, knowledge and skill. It recruited candidates for the incoming new Vice President and Treasurer, and leadership for eight portfolios including new Student Liaison portfolio co-chairs and Communications portfolio co-chairs. A vacancy remains for the role of Board Secretary. Two-thirds of the candidates on the proposed slate hold their APR designation.

The Committee's action plan also included work with the Communications Portfolio to ensure the 'Call for Nominations' and 'Proxy forms' went out to members via the Chapter newsletter and e-communicues.

CPRS Hamilton Members who cannot make the Annual General Meeting have the option of voting through a 'proxy'.

The Committee also undertook communications on behalf of the Board to thank out-going Board-members and proposed new Board candidates. This year, the Nomination Committee suggested an addition to the Board renewal and governance process; confidential exit interviews with out-going Board-members to gain important insights about their Board experience and future Chapter innovation and success.

Finally, the Committee reviewed and proposed to the Board the nomination of a CPRS Hamilton member who was eligible for a CPRS Life Member designation. We congratulate Sandy Manners on achieving this distinction in recognition of her many years of service and involvement with CPRS Hamilton.

I would also like to express my sincere gratitude to the members of the Nominations Committee for assisting me in our important work -- CPRS Board Members Christine Szustaczek, Rosita Carobelli-Zukowski and Andrea Montgomery, as well as CPRS Hamilton non-Board Member Stephen Murdoch.

The Nominations Committee plays a vital role in the effective governance of the Chapter by addressing four key goals: leadership development, board retention, member engagement and succession planning.

FINANCIAL STATEMENTS



Canadian Public Relations Society - Hamilton Balance Sheet As of 31 March 2019

	31 Mar 19
ASSETS	
Current Assets	
Chequing/Savings	
RBC - 4509	15,207.46
RBC GIC 1390	22,000.00
Total Chequing/Savings	37,207.46
Accounts Receivable	
11000 - Accounts Receivable	250.00
Total Accounts Receivable	250.00
Total Current Assets	37,457.46
TOTAL ASSETS	37,457.46
LIABILITIES & EQUITY	
Equity	
32000 - Retained Earnings	27,982.33
Net Income	9,475.13
Total Equity	37,457.46
TOTAL LIABILITIES & EQUITY	37,457.46

Canadian Public Relations Society - Hamilton Profit & Loss April 2018 through March 2019

	Apr '18 - Mar 19
Income	
Income	
Humbug Income	488.13
Job Board Revenue	250.00
Other Event Income	880.00
Pinnacle Awards Gala	7,060.00
Pinnacle Awards Sponsorship	1,400.00
Total Income	10,078.13
Interest Earned Income - GIC	329.85
Membership Income	
National Memberships	7,014.45
Student-New Graduate Membership	120.00
Total Membership Income	7,134.45
Miscellaneous Revenue	300.00
Professional Development Events	
Elevate PR event	14,022.34
MCM Event	605.00
Professional Development Events - Other	930.00
Total Professional Development Events	15,557.34
Total Income	33,399.77
Expense	
Board Exp.	
AGM Exp.	1,392.07
Communications	1,011.93
National Conference Exp. Pres	1,230.75
64200 - Marketing Expense	200.00
64300 - Meals and Entertainment	663.91
64900 - Office Supplies	336.15
Board Exp. - Other	74.09
Total Board Exp.	4,908.90
Bookkeeping Exp.	1,528.33
Event Expenses	
Elevate PR event	6,390.76
Event Venue Exp.	309.92
Humbug Exp.	1,065.69
MCM Event Expense	384.75
Pinnacle Awards Exp.	6,684.58
Total Event Expenses	14,835.70
60400 - Bank Service Charges	
Bank Service fees	211.59
Credit Card Fees	12.00
Pay Pal Fees	578.73
Total 60400 - Bank Service Charges	802.32
61700 - Computer and Internet Expenses	64.98
63300 - Insurance Expense	1,569.71
69800 - Uncategorized Expenses	214.70
Total Expense	23,924.64
Net Income	9,475.13

TREASURER'S REPORT

Monique Vezina, APR, LM



Mandate of Portfolio

Strategic Responsibilities: Community, Conscience

Records management is an important task in the process of sound financial management for any association including CPRS Hamilton. The Treasurer's mandate is to ensure CPRS Hamilton makes sound financial decisions, and helps keep the budget balanced so the Hamilton Society has the resources to provide quality programming.



L to R: Monique Vezina and Cialyn Carson

Since 2016, the accounting firm Kevin Mann Accounting Inc. has continued to prepare and file the T2 Corporation Income Tax Return for CPRS Hamilton. The 2018-2019 Return was filed and we have received the assessment from CRA indicating a \$0 balance.

Providing monthly financial statements and annual reports are essential to monitoring CPRS Hamilton's financial health and ensuring its continued success.

The key element is budgeting – a plan which helps us prioritize our spending and reach our goals. Budgeting helps us think longer-term so we can plan for the future.

Through sound financial management CPRS Hamilton has achieved a net profit of \$9,475.13.

Fiscal responsibility is a group effort and therefore I wish to congratulate and thank my colleagues for their dedication in this regard.

I believe that CPRS Hamilton is in a very good position for the coming year.

Thank you for the opportunity. It has been a privilege to serve.

Through sound financial management CPRS Hamilton has achieved a net profit of \$9,475.13.

ACCREDITATION REPORT

Heather Pullen, APR, FCPRS, MCM



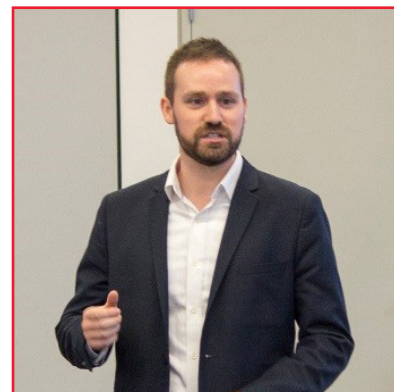
Mandate of Portfolio

The Accreditation Committee works to assist CPRS Hamilton members who are interested in pursuing their Accredited in Public Relations (APR) designation. A comprehensive program of coaching, mentoring, and group study is offered for individuals seeking support in preparing for their APR exam.

The APR is a respected measure of professional experience in public relations. It signals the dedication, energy, perseverance and competence of successful PR practitioners. In general, the goals of the CPRS accreditation program are to: affirm professional competence, establish standards for professional practice, increase recognition for the profession within the business and the community; and influence the direction of the profession.



Heather Pullen



Dustin Manley



Caroline Bourque-Wiley



Matthew Radford

Hamilton has one of the highest ratios of APRs (Accredited Public Relations) professionals of any CPRS chapter in Canada. Many of our members have invested time and energy in earning accreditation, recognizing that it distinguishes them as leaders in a very competitive industry. The APR is a respected, international measure of professional experience and competence that is, increasingly, listed as a required credential for senior communicators.

In 2018, three candidates who prepared for the APR exams here in Hamilton earned their accreditation:

- Caroline Bourque-Wiley, APR, MCM
- Dustin Manley, APR, CMP
- Matthew Radford, APR, MCM

CPRS will recognize their achievement at the national conference in Edmonton. Please see: [https://www.cprs.ca/About/News/2019-\(1\)/The-Canadian-Public-Relations-Society-announces-21](https://www.cprs.ca/About/News/2019-(1)/The-Canadian-Public-Relations-Society-announces-21)

Meanwhile, the annual cycle for accreditation is in full swing and CPRS Hamilton chapter members have once again put themselves forward as candidates. They will be supported by our chapter accreditation chair over the coming months as they study for the oral and written exams in October.

For more on the PRK exam for new practitioners, Accreditation for practitioners with five to 20 years of experience, and the College of Fellows for practitioners with more than 20 years of experience, visit: <https://www.cprs.ca/Certifications/Post-Secondary-Programs>

Hamilton has one of the highest ratios of APRs (Accredited Public Relations) professionals of any CPRS chapter in Canada.

Andrea Montgomery, APR

Mandate of Portfolio

- To enhance CPRS Hamilton's presence in the local business community
- Promote the value and power of public relations for an organization
- To attract financial and in-kind sponsorship for our ongoing events and programming
- To provide greater membership value to CPRS Hamilton members who are professional independent communicators



Andrea Montgomery

The Business Development portfolio has not been active since 2015. With a new chair coming into the position, there was an opportunity to take a fresh look at the previous program and activities and determine a new way forward. The chair also looked at how sponsorship has been handled by the chapter and where improvements could be made.

This year was a year of evaluation and rebuilding to find new and enhanced ways to:

- elevate the chapter
- promote the value of public relations within the business community
- showcase the breadth of seasoned communications practitioners within our membership
- improve how the chapter tracks and manages sponsorship

Key activities undertaken:

Business Development

- Research and evaluation of the former StartUp program: speaking with the former chair of the portfolio, reviewing past documentation and surveying past CPRS Hamilton participants
- Outreach to Innovation Factory for feedback on potential opportunities to reach business owners and tie into current programming
- Rebranding of the program to AccessPR
- Development of a three-hour workshop session to promote to entrepreneur hubs and beyond
- Begin to develop the chapter's first ever Speakers Bureau: identify senior practitioners within the chapter, build participation in the program, develop a pitch sheet for businesses or organizations who may be looking for dynamic speakers. This program will be launched in Fall 2019.

Sponsorship

- Review and analysis of past sponsorship tracking, packages and promotion of opportunities to organizations
- Created list of potential sponsorship business types to engage
- Development of new messaging to promote the chapter and its value for potential sponsors
- New web page to promote sponsorship opportunities with the chapter
- Sponsorship-dedicated board meeting to discuss a strategic plan going forward
- Implementation of current sponsors being promoted on the website footer

“This year was about looking for new opportunities to raise CPRS Hamilton’s profile in the community and improving the overall approach to sponsorship for the chapter.”



Mandate of Portfolio

Goal for 2018-2019:

To provide relevant, timely and engaging communications content via social media, monthly e-newsletter and e-blast invitations.

Objectives:

Website

- Improve content for membership (e.g., news, events)

E-Newsletter

- Increase open and click-through rates for monthly e-newsletter
- Sponsor presence (logos, events)

Sponsorship

- Attract more sponsors in business, not-for-profit, and education sectors

Social Media

- To increase Twitter reach by 10% by connecting and engaging with new audiences by using more #hashtags and @mentions on relevant topics. For example entrepreneurs, local media outlets, non-profit agencies, etc.
- To increase social media engagement by 2% through storytelling, more event photos and weekly series (#TestimonialTuesdays, #ThrowbackThursdays, #FlashbackFridays)



Joanna Williams



Rosita Zukowski

Our portfolio provided continuous public relations support in the form of website updates, constant contact event eblasts, a monthly e-newsletter, weekly social media posts, and live media coverage at events.

CPRS members were kept informed of events and conferences through Facebook, Twitter, LinkedIn and Instagram posts, as well as boosted Facebook paid posts to reach non-members and public relations professionals across Southwestern Ontario.

We worked closely with Dustin to transfer the previous website to the new look. This allowed for a more user-friendly website for all our members. This also helped bring in more interest from companies looking to promote their job postings with our membership base.

Social media banners for Facebook and Twitter were maintained up-to-date with designs promoting #ElevatePR3 & #ElevatePR4 conferences, Pinnacle Awards, Holiday Humbug, Happy Holiday greetings, March Membership Month, and our Special Awards and AGM.

With the 30th anniversary, we worked with Christine and Monique to highlight memories, testimonials and old photos for the #TestimonialTuesdays, #ThrowbackThursdays and #FlashbackFridays social media series. Our followers were engaged with these posts and appreciated reminiscing through memory lane with our chapter.

In promoting the bi-annual #ElevatePR conferences, we highlighted the guest speakers on social media to increase the number of registrants. At both the November and April conferences, we provided live coverage on Twitter throughout the day while taking photos.

Snap'd Hamilton attended both the Holiday Humbug and Pinnacle Awards. This gave us community coverage in their January and March print and online editions. We also provided live coverage on Twitter throughout the evening of the Holiday Humbug.

A monthly e-newsletter was sent out including highlights from social media pint-sized talks, PR Communique national updates, Lunch N' Learn sessions, student events, and so much more.

It was a very busy and engaging year of promoting our chapter's happenings!

“Our portfolio provided communications support to all portfolios. But we especially worked closely with the Pinnacles Awards (Janine and MJ) and Professional Development (Caroline and Alex) portfolios to help promote all the steps needed to make their events successful ones.”

MEMBERSHIP

Rick Mauro, MBA, APR, FCPRS Kim Yielding, MEd, MCM, APR



Mandate of Portfolio

The mandate of the Membership Portfolio is to retain existing members and make new members feel welcome. We accomplish this through proactive communication, building relationships with members to understand their needs, and reaching out to individuals who may find membership in CPRS Hamilton beneficial for their PR career.



Rick Mauro



Kim Yielding

Rick and Kim enjoyed presenting to students enrolled in the Public Relations Program at Niagara College in October. The students asked great questions about CPRS and careers in PR. After the presentation, several students took advantage of the competitively priced student membership and have since participated in CPRS Hamilton student focused events.

In January, the introduction of a “Welcome Card” that was sent to new members was well received. The membership co-chairs heard from a few members that the card was a nice surprise, and indeed made them feel instantly connected to our chapter. The card was inexpensive to produce but evidently had great impact!

In March, Rick and Kim began reaching out to former members whose memberships had expired. We contacted 10 members, 8 of whom renewed their memberships. The individuals we touched based with were appreciative of being contacted. We will continue this practice as part of our portfolio efforts.

New for this year, the membership co-chairs began tracking events that members have attended. Individuals will receive a report before their membership expires summarizing the variety of experiences they have had with CPRS Hamilton.

Since July 31, 2018, CPRS Hamilton has grown from 106 members to 194 members as of March 31, 2019.

Our new members responded well to our welcome email and card. One new member wrote, “Thank you for the warm welcome to the CPRS of Hamilton. I look forward to a year of learning and connecting.”

MENTORSHIP

Shelby Riddell Agnes Bongers, MCM, APR



Mandate of Portfolio

Each year strong mentor/mentee relationships are formed through the CPRS Hamilton mentorship program. The program is designed for both new practitioners/students and those at an early or mid-level career looking to match with a mid- or senior-level Public Relations practitioner who will serve as a mentor in professional development.

The CPRS Hamilton Mentorship program experienced a successful transition year that saw the expansion of its program to include mid-level career professionals, alongside student and new graduates, serve as mentees. The program also shifted to integrate the program more deeply with the overall society, encouraging mentees and mentors to attend the society's many professional development, award and social events.

At the core of the program remained the most important element to the program's success - a group of talented and dedicated mentors, who spend countless hours with a hand-selected group of mentees.

This year, the chapter would like to thank the following individuals for their tireless commitment to the program: Daryl Barnhart, APR; Liliana Busnello, APR; Susan Emigh, MCM; Mark Gregory; Sean Guedes; Gordon Neufeld, APR; Sean O'Brady, APR; Jennifer Pellegrini; and Dave Rowney, APR, FCPRS.

Mentorship Events

While in the past there has been a larger focus on organized mentorship learning events, this year's program placed a larger focus on the external relationship between mentors and their mentees, which was supplemented through two Mentorship Signature Events, as well a number of society events.

Program participants participated in the following events:

Mentorship Signature Event – Match Up | Tuesday, November 6, 2018

#ElevatePR3 | Thursday, November 29, 2018

Holiday Humbug (Annual Society Holiday Social) | Thursday, December 13

Mentorship Signature Event – 'Next Steps' Panel | Thursday, March 21, 2019

#ElevatePR4 | Thursday, April 4, 2019

CPRS Hamilton AGM & Mentorship Year End Event | Tuesday, May 14, 2019

Moving forward, the mentorship program will continue to focus on mentor/mentee recruitment as well as establishing the program as a prime professional development opportunity for new and mid-level practitioners, as well as students. Additionally, continued focus will be placed on ensuring that program activities offer professional development value to mentors as well as mentees.



L to R: Shelby Riddell, Agnes Bongers

***Mentorship is networking with a purpose -
Building relationships and community***

PINNACLE & SPECIAL AWARDS

Mary Jo Milhomens, APR Janine Ivings, APR



Mandate of Portfolio

The Pinnacle and Special Awards portfolio Co-chairs manage CPRS Hamilton's Pinnacle Awards—one of three awards competitions in Canada delivered at the regional level.

A Pinnacle Award is a prestigious communications award with a long-standing history of recognizing and rewarding the best public relations programs and projects from the Hamilton, Halton, Niagara and Southwestern Ontario regions.

In addition to the Pinnacle Awards, this portfolio manages the Special Awards recognized annually after the Annual General Meeting (AGM) in May. Nominated by peers, these awards recognize exceptional leadership and action in the public relations profession.

The 2019 Canadian Public Relations Society, Hamilton Chapter's 26th annual Pinnacle Awards were held on February 7, 2019 at The Scottish Rite Club in Hamilton after a two-year hiatus to revamp the awards program.

Once again, the Committee extends its heartfelt thanks to Carleen Carroll, APR, FCPRS and Ginny Jones, APR, FCPRS for their leadership in helping CPRS Hamilton to reposition the awards program for continued success. Carleen played the additional, instrumental role of recruiting this year's judges, from across Canada.

Almost 60 guests attended, and 13 award recipients walked the red carpet taking home gold, silver and bronze awards, celebrating the best work in public relations and communications from the chapter's area of Hamilton, Halton, Niagara, Guelph and Southwestern Ontario.



L to R: Ginny Jones, Dustin Manley



L to R: Mary Jo Milhomens, Janine Ivings



“Recognizing fellow PR practitioners and leaders through the Pinnacle Awards is a vital part of our society mission—to be the voice for professional development, promotion and recognition of professional public relations practitioners in Hamilton, Halton, Niagara and Southwestern Ontario.”

AWARD WINNERS



Student Project

Bronze Award: Mohawk College, Pajamas for POGO Fundraiser

Cynthia Katai, Heather Mueller, Megan Schabla and Samantha Zeitz

Best Writing Project

Gold Award: District School Board of Niagara, Fostering Equity and Inclusion in Challenging Times
Brett Sweeney, APR

Silver Award: District School Board of Niagara, Education Leading the Way in Supporting Human Rights
Brett Sweeney, APR

Best Special Events Project

Gold Award: Town of Oakville, Canada Day Celebration
Rebecca Cotter, M.A., CSEP, Janine Ivings, APR, Jeff Smalley and Julie Trites

Issues/Crisis Management Campaign of the Year

Gold Award: Sheridan College, Responding to the Academic Strike of 2017
Christine Szustaczek, MCM, APR

Media Relations Non-Agency Campaign of the Year

Gold: City of Guelph, Victoria Road Recreation Centre Grand Reopening
Michelle Rickard and Heather Flaherty

Marketing Communications Campaign of the Year

Silver Award: Muse Marketing Group, 2018 Motorcycle Safety Awareness Month Campaign
Joanna Williams, Judy Boswell and Mark Tharme

Best Digital and Social Media Project

Gold Award: Sheridan College, 2018 April Fool's Day - Launching a Student Uniform
Christine Szustaczek, MCM, APR, Nicole Woodall

Community Relations Campaign of the Year

Gold Award: City of Guelph, Homecoming 2018: Common problems create unified solutions
Katie Burt, Ashley Bertolo, Mary Jo Milhomens, APR and David Wiedrick

Silver Award: Niagara Health Foundation, Philanthropic Youth at the Kids Ultimate Challenge
Shelby Riddell M.A., OCGC (PR)

Internal Communications Campaign of the Year

Gold Award: Sheridan College, A Creative History for a Creative Campus
Christine Szustaczek, MCM, APR

Silver Award: Sheridan College, Responding to the Academic Strike of 2017
Christine Szustaczek, MCM, APR

Bronze Award: Niagara Health, Niagara Health Acts of Kindness
Caroline Bourque-Wiley, MCM, APR

Special Awards

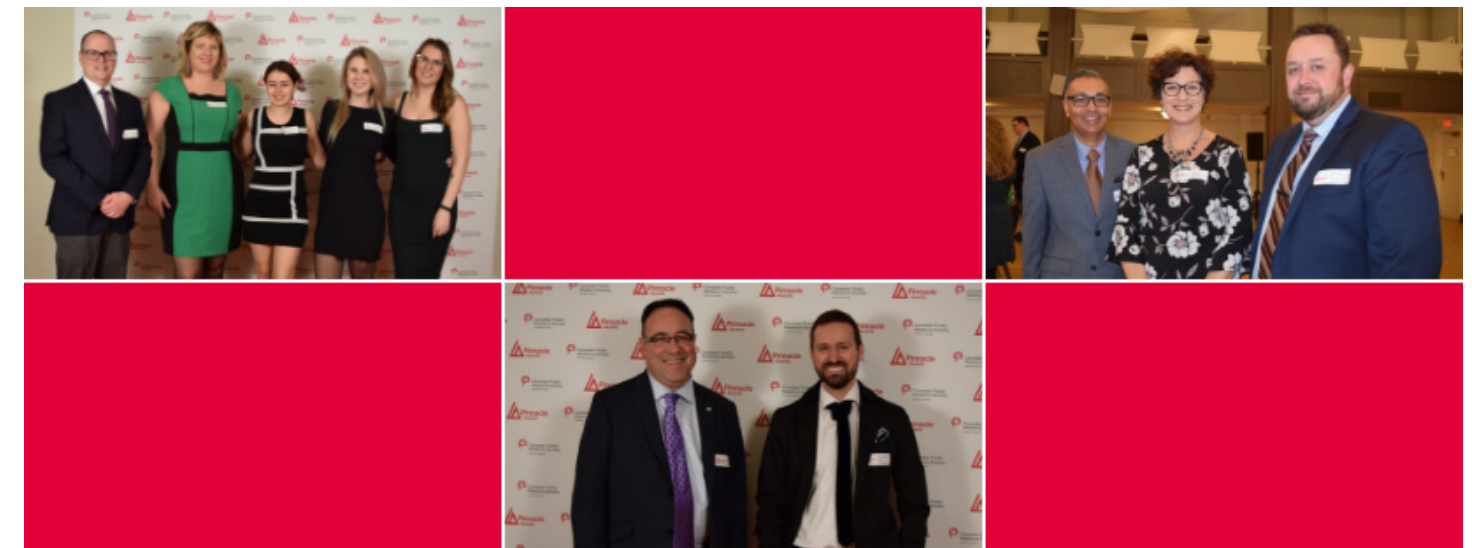
On May 8, 2018 following the AGM, CPRS Hamilton hosted the 2018 Special Awards welcoming more than 30 guests. Nominated by their peers, the recipients included:

- Student Award of Excellence, Kim Zarzuela
- Bill Cockman Memorial Award of Excellence in PR, Lisa Stocco, APR
- PR Champion of the Year, Dr. Darin Treleven
- Bob Deans, APR Mentorship Award, Darrell Neufeld, APR
- Sharon Little APR Legacy Fund Scholar Award, Caroline Bourque-Wiley, MCM

In addition, Sean O'Brady was recognized for achieving his APR accreditation. Keynote speaker Stephen Murdoch ended the evening with his presentation on Leadership in PR and importance of Mentorship. We extend our thanks to the Selection Committee for the 2017/18 Special Awards, whose members included: Mark Gregory, Dan Muys, Dustin Manley, Alexandre Sevigny and Christine Szustaczek.

We also look forward to honouring the Special Award recipients for 2018/19 at the AGM on May 14. We would like to express our heartfelt thanks to this year's Special Awards Selection Committee, whose members included: Dan Muys, Alexandre Sevigny, Monique Vezina, Cialyn Carson, and Rick Mauro.

Total expenses AGM and Special Awards: \$1,455.76





Mandate of Portfolio

To provide quality and affordable learning, professional development and networking opportunities for our members and other PR and communications professionals.

CPRS Hamilton is developing a strong reputation as a leader in providing top-tier professional and personal development opportunities to its members and the broader professional community across southwestern Ontario.



Dr. Alex Sévigny



Caroline Bourque-Wiley

The Professional Development Committee organized six events over the course of the last year: two #ElevatePR professional development conferences, one pint-sized PR chat, and three CPRS-MCM Master Class Lunch and Learns with McMaster University's Master of Communications Management program.

The #ElevatePR conferences built on the successes of the previous year's #ElevatePR1 and 2 conferences. Our full-day programs covered emerging trends, best practices and insights needed to thrive in our ever-changing field. Topics ranged from what a CEO looks for in a PR executive, to how artificial intelligence could impact public relations, to the changing landscape of the media and what it means to public relations practitioners. Based on feedback from our members, a "professional life management and development" session was also part of #ElevatePR 3 and 4. This focus on providing programming to help members with self-work will continue to be a focus for our members.

So far, a total of 163 registrants have participated in our four #ElevatePR conferences.

In January 2019, about 40 participants gathered at a St. Catharines restaurant for our Pint-Sized PR event, which was an informal conversation with Grant LaFleche on the importance of strong and productive relationships between public relations professionals and the media. Grant LaFleche is a national award-winning investigative journalist at the St. Catharines Standard, where he was the lead journalist on a year-long series of articles related to the Regional Municipality of Niagara that has led to an investigation by the Ontario Ombudsman, among other significant outcomes. In this event, Grant shared his perspective on the importance of transparency, accuracy and trust, followed by an open discussion with participants. This event was provided free-of-charge to both members and non-members as a service to our membership and a means of giving potential members a taste of the wonderful, warm and supportive CPRS Hamilton community of professionals.

In June 2018, October 2018 and February 2019, CPRS Hamilton members joined the students and alumni of McMaster University's Master of Communications Management program for our CPRS-MCM Master Class Lunch and Learns. These 90-minute, in-depth Master Classes are excellent opportunities for our members to network with MCM faculty and students, and hear from leading presenters on important topics of the day:

- Gordon Neufeld, President of Communica Inc., who provided an overview of the Kolbe methodology and its use in increasing overall collaboration and communication;
- Tina McCorkindale, President and CEO of the Institute for Public Relations, who discussed the impact artificial intelligence and automation may have on the communications industry;
- And our own Dr. Alex Sevigny, Director of the McMaster-Syracuse Master of Communications Management program, who presented on the growing importance of data literacy for effective public relations practice.

Pricing for all events was structured to be affordable for both students and practitioners, with a higher rate for non-members.

All professional development events were revenue-positive and generated a significant surplus that helps fund the operations of CPRS Hamilton.

STUDENT LIAISONS

Alana Szymanski Ailidh Gray



Mandate of Portfolio

To raise awareness of CPRS among Public Relations students.

To encourage Public Relations students to become members of CPRS.

To encourage Public Relations students to attend CPRS events.

All students from the Public Relations program at Mohawk College signed up for student memberships.

A student event was scheduled for November 27th, 2018, however due to inclement weather the event was cancelled.

A student event was held on March 5, 2019 at McMaster Innovation Park in the form of an informal panel discussion on the Power of Networking. Guest speakers were Andrea Montgomery, APR, Vice-President of Red Brick Communications and Mark Gregory, Managing Director, LocomotionPR. The five students who attended were very engaged and actively participated in the discussions.

Tim Tuck, program coordinator at Mohawk College was able to find budget in the student fees to include CPRS memberships for all the students.



Ailidh Gray



Alana Szymanski



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