

ANNUAL REPORT 2002



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Annual Meeting Agenda

June 18, 2002, 4:30 p.m.

1. Call to order
2. President's remarks
3. Approval of the agenda
4. Recognition of procedures
5. Minutes of previous meeting, June 24, 2001, held in Whistler, B.C
6. Bylaws and Regulations changes
7. Auditors' report
8. Appointment of 2002-2003 auditors
9. Introduction of Committee and Task Force chairs
10. Annual Committees/Council reports
11. Confirmation of acts
12. Nominating Committee report
13. Message from the incoming National President
14. Introduction of Directors
15. Any other business

NOTICE OF THE CPRS ANNUAL GENERAL MEETING

The Annual General Meeting of the Canadian Public Relations Society Inc. will be held on June 18, 2002 at the Toronto Marriott Eaton Centre in Toronto, Ontario for the following purposes:

- A. To approve audited financial statements for the year ending March 31, 2002;
- B. To appoint auditors for 2002-2003;
- C. To approve the acts of the Directors and Officers of the Society;
- D. To receive reports of the Committees and Council;
- E. To elect Officers for the 2002-2003 term;
- F. To transact any other business which may legitimately come before the meeting.

EXECUTIVE SUMMARY

This was a year of improvements and review for CPRS as is seen in the Annual General Meeting reports:

- The interim National Office modified and improved processes and materials, sold advertising and managed the affairs of CPRS. Tender for full-time management has been distributed.
- The Accreditation Council continued to promote accreditation globally. The Council saw a notable increased interest in Accreditation. They requested to remove mandatory maintenance from the bylaws due to a lack of resources and supported the Task Force in their work. As well as an on-going evaluation of processes, there will be an audit of the real costs related to Accreditation.

- There was an increased response to the Awards program. More categories were offered. An audit of award-related costs is also being conducted.
- One change to the bylaws regarding accreditation maintenance has been proposed.
- The College of Fellows recommended to the Board 3 potential Fellows as well as 6 Honourary Members to the College.
- Two new groups joined the Global Alliance. The group will draft an international PR code of ethics along with other global projects.
- The Judicial & Ethics Committee had no complaints and worked with the Global Alliance team on an inter-

national code of ethics.

- The Nominations Committee put forth candidates as 2002-2003 National Officers.
- The Accreditation Task Force researched and made detailed recommendations on accreditation and will implement a program.
- The improved Website was launched in May with member-only sites and improved communication vehicles. More changes are planned.
- The financial picture is stable thanks to the conference, advertising, SRQ membership drive and cost controls. A modest surplus budget for 2002-2003 is provided.

PRESIDENT'S MESSAGE

BY TONY IAVARONE, APR, NATIONAL PRESIDENT

As I sat down to write my final message as National president of our organization, I was filled with a great deal of pride, because 2001 continued the momentum of change and revitalization that CPRS has been undergoing for the past few years.

We've seen a number of positive developments over the last 12 months and I will touch on a few. But the real theme of my message is that CPRS is alive, well and getting stronger because enough people care about it.

The prior year saw a significant change in the way we deliver service from the National office, moving from salaried staff to an association management firm. I believe the level of service delivered from the National office, while not perfect, has improved. At the writing of this report, we have issued a national tender for a long-term partner in the delivery of management services from

our National office. Our goal is to continue to improve service and add value to your membership. The more efficient the operation, the more value we can add.

The 2001-2002 board established some concise goals for itself, namely: following member consultation, install a long-term National office service delivery model; evaluate the recommendations of the Accreditation Task Force and implement those that are adopted by the board; and introduce greater financial rigour.

National Office: As referenced earlier, by the time you receive this report, the tender process for finding an association management firm will be closed, and a nine-person, cross-country selection committee will recommend a winning bid to the board. The decision to tender should not be perceived as a slight or dissatisfaction with our cur-

rent service provider, Base Consulting and Management Inc. Instead, the national tender was a commitment the board made to the membership when the Ottawa office was closed. I can tell you that there is no favorite going into the process, each bid will be judged on its own individual merit, and no one firm or individual has an inside track. The board's first obligation is to serve the membership.

And at the risk of sounding biased, I would be remiss if I didn't acknowledge the contributions and efforts of Ruth Abrahamson and her National office team. Ruth and her team have worked hard, under sometimes stressful conditions, for the good of the board and the membership and it's only fair to publicly acknowledge their efforts.

NATIONAL OFFICE REPORT

BY RUTH ABRAHAMSON, INTERIM EXECUTIVE DIRECTOR

The National Office team has completed a full year as interim managers of CPRS. It has been a demanding and exciting year as we became familiar with the full range of professional and diverse activities provided to members; and assisted in delivering these services. Some of these activities include:

Awards: In early 2001 we worked with the Awards Committee to circulate a new format and style of Awards brochure. The 88 Awards submissions received in 2001 exceeded those received in previous years and hit new heights in quality and diversity. The National Office worked closely with the Awards Committee, and Chair of the Awards Gala at the Whistler Conference in June 2001.

Accreditation: We provided support to the Accreditation Task Force and Accreditation Council as the volunteer members of both bodies spent countless

hours on this key area. Applications have steadily increased over the past year, reflecting the growing interest in acquiring this respected designation. We also provided support to the Accreditation Survey.

Directory: Our thanks to all of the Member Societies who reviewed member lists repeatedly to ensure the accuracy for the Directory. There are still changes and corrections to be made but we are pleased that the attractive new format is easy to use.

Advertising: We set modest goals for advertising revenues in the first year of selling banner ads on the new Website and colour pages in the Directory, and are pleased to report we doubled expectations.

Website: The new Website crafted and developed by Gordon Eckert will continue to grow and improve. We

gained many insights into the history and activities of CPRS when preparing materials for the site. Future plans include developing a Member area, with increased access to services and information.

Conference: We manage delegate registrations and conference financials as well as the AGM and process leading up to it, including a restyled report. It was our good luck that our first conference involvement (CPRS 2001 Conference in Whistler) coincided with a beautiful venue and the dynamic teams from the Vancouver and Vancouver Island societies. Attend another superb event in Toronto - The "Next" Conference, June 16-19, 2002.

Membership: We were committed to ensure a two-week turn-

National Office Report continued from page 2

around upon receipt of materials from the local societies when processing memberships. We also provided support to the Membership Survey.

Other Daily Activities: We have continued to work with The College of Fellows, Global Alliance, the National Board and Executive, other

committees, local societies and members. In addition, a new Board Manual was written and produced, and the new Volunteer Conference Manual is nearing completion.

ACCREDITATION COUNCIL REPORT

BY DERRICK PIETERS, APR, PRESIDING OFFICER, ACCREDITATION COUNCIL

Overview: The past year was a rewarding one for the Accreditation Council in all its areas of operation. With the support of the Chief Examiners French and English, regional examiners, and the co-operation of accreditation chairs of regional societies, we maintained the accreditation process and saw interest in it by our members grow substantially.

Rapprochement with the National Board and Executive led to extensive and productive discussions on the role and future of the Council within the structure of the CPRS. We reviewed the Maintenance of Accreditation program in a realistic light and made recommendations on how this important part of our professional development process should continue.

The Council also maintained its activities on the international front through its involvement with the Universal Accreditation Board and the North American Public Relations Council.

Accreditation Examination Results:

In 2001, 18 candidates completed the accreditation process. Of these, 12 or 66 per cent were successful.

In 2002, the number of candidates who expressed an interest in going through the accreditation process soared to 53. By the closing date, 37 work examples were received, 10 candidates requested deferral, four chose not to proceed and 2 did not meet eligibility requirements.

Compared to last year, this is 105 per cent increase in the number of candidates approaching accreditation

Appeals: Appeals panels under the guidance of the Deputy Presiding Officer, Appeals, reviewed the ap-

peals of four English candidates. A special panel comprising the Chief Examiners - English and French, and the Presiding Officer reviewed the appeal of one French candidate.

Because of unusual circumstances, the examination results of one candidate were nullified and the candidate was deemed to have deferred. Four other candidates were unsuccessful in their appeals.

Accreditation Task Force: The Council continued to be supportive of the Accreditation Task Force and responded comprehensively to the National Board and Executive concerning the Task Force's recommendations. As a result of the Council's response, and discussions with the National President and Task Force Chair, the Task Force has taken on a new role as an extension of the Accreditation Council to recommend the most effective and efficient ways to implement the recommendations, and with the approval of the Council, put them in place. The Council is pleased with this development, and feels it bodes well for the future of the Council's work.

NAPRC and Universal Accreditation:

The Presiding Officer of the Accreditation Council continued to represent the CPRS on the North American Public Relations Council and at its meeting last October in Atlanta, Georgia became its Chair elect. The Presiding Officer is also the CPRS representative on the Universal Accreditation Board (UAB) and in this role is actively working to promote a form of universal accreditation that is truly international. In this regard, discussions are underway with the UAB, Jean Valin, APR, Fel-

low of CPRS, of the Global Alliance, and the PRSA.

At the NAPRC meeting in Atlanta, it was recommended that the NAPRC seek membership in the Global Alliance and the international aspect of Universal Accreditation be resident in the Global Alliance.

Maintenance of Accreditation: After considerable review and evaluation of the present realities, the Council recommended to the National Board and Executive that the mandatory aspect of Maintenance of Accreditation be removed. This was done in recognition of the lack of adequate resources to effectively administer the program at present. The Council has recommended to the Board and Executive that means to adequately support this program be explored, and when this is resolved, the Council will revisit the mandatory aspect of accreditation maintenance. Maintenance of Accreditation will remain a requirement for accredited members who seek membership in the CPRS College of Fellows.

Acknowledgements: As National Presiding Officer, I am overwhelmingly impressed by the contribution of the many volunteers in our Member Societies to maintaining and improving the professional standards of the accreditation process and consequently of the CPRS. Accreditation Chairs, members of the examination development committee, graders, Council members and our chief examiners continue to work tirelessly in support of accreditation. Much of our work would not be possible without the support provided by Base Consulting whose staff have been outstandingly professional. The interest, concern, support and confidence of the CPRS membership have been a source of inspiration and encouragement to the Council. To all these dedicated professionals, I express my sincere appreciation and gratitude.

2001 NATIONAL AWARDS COMMITTEE REPORT

BY NANCY MACLEOD, APR AND DAVE ROWNEY, APR, PRESIDING OFFICERS, NATIONAL AWARDS COMMITTEE

As Co-Presiding Officers for the 2002 National Awards Program, we are pleased to have played a role in this long-standing program that celebrates outstanding member achievements and exceptional professional service. The 2002 Awards of Excellence competition was expanded to further recognize the diversity of public relations talent across the country and realized a 21 per cent increase in participation from members.

New categories were introduced to the 2002 Awards of Excellence program in the External Communication sub-categories including Communications Management, Government Relations, Marketing Communications, Community Relations, Investor/Shareholder Relations, Media Relations, and Issues/Crisis Management.

In total, we received of 112 submissions, up from the 88 received last year. Our team of judges from PEI to BC have worked hard to evaluate the many submissions received. We followed the standard set in previous years which involved review by a minimum of three judges for every submission, to ensure consistency and fairness in selecting the winning entries. We eagerly look forward to the National Awards Gala in Toronto, where we will be presenting Awards of Excellence and Awards of

Merit to deserving practitioners.

Each Award of Excellence winner will receive their own handmade award statue designed by internationally-renowned glass artist, Shirley Elford. The CPRS Award of Excellence statue is stunning, and a memorable symbol of excellence in public relations.

One of the difficulties we struggled with this year was administering a quality Awards Program while implementing measures to improve the cost recovery of this Program, which has traditionally been largely subsidized by membership fees. While definite progress was made towards self-sufficiency this year, through a slight increase in entry fees and decreased costs, the Program must build on this year's progress and continue to work towards cost recovery. The National Board demonstrated similar concern when it announced in March its intention to have the Society's auditor to review the cost of running both the awards and the accreditation programs, with a goal of better understanding what it actually costs the organization for these two member services.

It is our goal this year to bring forward recommendations about what worked well for our team, and to

make recommendations for improvements. In particular, one area that needs careful consideration is the opportunity for building synergies amongst the formal Awards Program and the National Awards Gala sponsorship arrangements made each year by the Conference Organizing Committee.

As Co-Presiding officers, we would like especially to thank last year's Awards Chair Grace Diffey, APR for her advice and the members of this year's judging panel – especially the five local co-ordinators who stepped up to the plate – Grace Diffey, APR(Hamilton); Anita Waisuta, APR (Vancouver Island); Colleen Killingsworth, APR (Calgary); Pierre Pontbriand, APR (Ottawa); and Mary Barker, APR, (Nova Scotia) – and the judging team members, all senior practitioners who rearranged their personal and business schedules to accommodate the number of entries received.

BYLAWS & REGULATIONS COMMITTEE REPORT

BY MALCOLM D. FRENCH, PRESIDING OFFICER, BYLAWS & REGULATIONS COMMITTEE

As a result of the recommendation of the Accreditation Council, the National Board of Directors, has proposed the bylaws be amended to remove the requirement for mandatory accreditation maintenance.

Current wording:

Article IV

Accreditation Maintenance

Section 4.

"Accredited members have the option to

participate in the Accreditation Maintenance Program. Effective October 1, 2001, accreditation maintenance is mandatory for all accredited members."

The Bylaws and Regulations Committee recommends:

That Article 4, Section 4 of the Bylaws be deleted.

Rational: The National Board, in submitting this proposal, clearly ex-

pressed its support for the principle of mandatory accreditation maintenance. However, with no clear standards and administrative processes in place to support accreditation maintenance, both the Accreditation Task Force and the National Board of Directors deemed it inappropriate to make accreditation maintenance mandatory.

COLLEGE OF FELLOWS REPORT

BY LUC BEAUREGARD ARP, FELLOW CPRS, PRESIDING OFFICER, COLLEGE OF FELLOWS REVIEW COMMITTEE

The College of Fellows Review Committee was pleased to recommend to the Board the appointment of new members to the College of Fellows for the current fiscal year, as well as new honorary Fellows. I wish to thank my distinguished colleagues of the Review Committee, Donald J. Labelle APR, Fellow CPRS, Bart J. Minszenty APR, Fellow CPRS, and Sarah Jones APR, past National President of CPRS assuring Board liaison, for their support in selecting potential candidates and reviewing their submissions.

A maximum of 10 new members can be inducted annually, all of whom

must be accredited. Members who are invited to make an application must, among other conditions, have practiced public relations for at least 20 years and demonstrated exceptional contributions to the field of public relations in Canada. Last year, three new members were confirmed as Fellows of the College. They are: Barbara Mekelburg APR, of Winnipeg, Jean Valin APR, of Ottawa, and Allard van Veen APR of Vancouver, bringing the total number of Fellows to 11 across Canada, not counting those to be nominated during the current year.

The title of Honourary Fellow was created last year in recognition of col-

leagues who are now less active in the practice of public relations but who have made a significant contribution to the profession and CPRS during their careers. Six long-time members of the CPRS were appointed as Honourary members of the College of Fellows in 2001. They are: Ruth Hammond APR, Mel James APR, both of Toronto, Serge de La Rochelle ARP, of Montreal, Pierre Tremblay ARP of Quebec City, Jean Freeman APR of Regina and David Wood APR of Calgary. Although Honourary members will not be appointed every year, the Review Committee has recommended candidates for additional appointments in future.

GLOBAL ALLIANCE REPORT

BY JEAN VALIN, ARP, FELLOW OF CPRS, PRESIDING OFFICER, GLOBAL ALLIANCE COMMITTEE

Public relations is increasingly global in nature but its effect is best expressed locally- hence the popular word 'glocal'.

CPRS has 'walked the talk' by facilitating and leading several global initiatives projects- one of which has led to the advent in 2000 of a new world voice called the Global Alliance of Public Relations and Communication Management Associations. (visit www.globalpr.org). There are now 26 public relations and communications management associations who are members of the Global Alliance. CPRS members will eventually have access to an additional password-protected area of this new global resource for practitioners.



In 2001-02, our activities consisted of:

- Completing mutual recognition agreements with Puerto Rico and Slovenia, bringing to ten the number of associations throughout the world with which we enjoy a privileged relationship.
- Attended a meeting of the Global Alliance and as guest speaker at a PD event organized by the Public Relations Institute of Southern Africa (PRISA).
- Led an international project team, with the help of Don Labelle APR, Fellow CPRS, in the examination and benchmarking of codes of ethics in PR around the world. Based on the results of this work, CPRS was asked at

the meeting in South Africa to draft a universal code of ethics which would be submitted for adoption by all PR associations around the world. Drafting is currently underway and will be posted on the Global Alliance and CPRS web site.

- The Global Alliance's other key projects for the PR industry include: universal credentials/accreditation, education and professional development standards, an expanded web site with list serve capabilities and the preparation of a handbook on the practice of pr around the world.

JUDICIAL & ETHICS COMMITTEE REPORT

BY DONALD J. LABELLE, APR, FELLOW CPRS, PRESIDING OFFICER, CPRS JUDICIAL & ETHICS COMMITTEE

Fortunately and thankfully, there were no complaints registered during the past fiscal year with respect to ethics and standards of profes-

sional conduct against members. Work has been carried out over the past 12 months and is continuing, in providing assistance to the Global Alliance Committee to de-

velop a generic Code of Professional Standards that may be adopted on a world-wide basis.

NOMINATING REPORT

BY TONY IAVARONE, APR, NATIONAL PRESIDENT

The Nominating Committee consists of Tony Iavarone, APR (Hamilton), Grace Diffey, APR (Hamilton) and Malcolm D. French (Regina). The Committee presents the following slate to the membership:

President:

Daniel Granger, ARP (SRQ)

President Elect:

Lisa Homer , APR (Calgary)

Vice President:

Germaine LeMoine , APR (Halifax)

Treasurer:

Robyn Quinn, APR (Vancouver Is-

land)

Secretary:

Rod Stanley, APR (P.E.I.)

Past President:

Tony Iavarone, APR (Hamilton)

TASK FORCE ON ACCREDITATION REPORT

BY COLLEEN KILLINGSWORTH, APR, CHAIR; MARY BARKER, APR; PATRICK BROWNLOW; DEANNA DRENDEL, ARR; DON LABELLE, APR, FELLOW CPRS; DAVID MAGIL, APR; BART MINDSZENTHY, APR, FELLOW CPRS; NADINE WALZ; WITH INPUT FROM: PIERRETTE LEONARD, APR, CHIEF EXAMINER—ENGLISH

Overview: The current Accreditation Task Force was formed as a result of the resolution moved by Elizabeth Hirst, ARP, and Jack Yocom, APR, CPRS Fellow, and carried by the membership, after mandatory accreditation was rescinded at the 2000 AGM in Ottawa.

"That a Task Force made up of experienced accredited and non-accredited members of CPRS be struck. This Task Force is to address the issues that were brought up at the AGM, particularly around mandatory accreditation, eligibility for accreditation and the financial elements related to these activities. The Task Force is to report back to the National Board of Directors at their February 2001 meeting"

Process: The Task Force began its work by developing an issues table which identified both member input and existing research and recommendations. Our research also included a survey of accreditation chairs to determine current practices for promoting and supporting accreditation, and a review of IABC and PRSA accreditation practices. Based on this research, an extensive list of recommendations was developed and received by the National Board in June 2001.

During its September meeting, the National Board accepted the Task Force's principles and process recommendations and reaffirmed it had only received the policy recommendations. The Task Force also tabled a consultation strategy, supported by the CPRS Board and Accreditation Council.

Between October 15 and December 15, 2001, the Task Force consulted with members on a number of policy, procedural and principle recommendations for improving CPRS accreditation. The Task Force purposely included all of its recommendations

in the member consultation because members asked for the opportunity to respond to all recommendations, not just the policy recommendations.

145 members responded to the Accreditation Task force's survey which is approximately ten percent of CPRS members nationally. In addition, six town hall meetings were held during the consultation period in Calgary, Hamilton, Regina, Halifax, Victoria (Vancouver Island) and Ottawa. The Accreditation Council also provided a comprehensive response to the National Board and Executive regarding the Task Force's recommendations.

Based on member input, the Task Force revised and more clearly defined a number of its recommendations prior to tabling them with the National Board. Member input into the issue of mandatory accreditation maintenance was forwarded to the Accreditation Council for review, analysis and action.

The Accreditation Task Force presented its final recommendations to the CPRS National Board for review and action at the February 2002 Board meeting, thus concluding its work.

Next Steps: The Accreditation Council has invited Task Force members to take on a new role as the Accreditation Process Improvements Implementation Team. This team will serve as an extension of the Accreditation Council and will make recommendations on the most effective and efficient ways of implementing recommendations accepted by the Board. With the approval of the

Council's, the team will work to put the policy, procedures and principles for improving accreditation into practice.

As a result of Task Force and support of the National Board and Accreditation Council, the first national accreditation workshop has been scheduled. The goal of the workshop is to clarify roles and responsibilities, dispel myths and discuss best practices among peers from across Canada. The workshop will be held just prior to the CPRS national conference on Sunday, June 16 in Toronto, and all CPRS Member Society Presidents, Accreditation Chairs and accreditation committee members have been invited to attend. Participants will have the opportunity to discuss the structure and timing of future workshops.

The National Board has hired CPRS' auditor to review the real costs of the accreditation and the awards programs. Although the organization recognizes that it subsidizes these programs, it does not know to what degree. As an organization, the fees we charge for the accreditation and awards programs do not reflect the actual costs of running the programs. Through this review process, we may discover the need to increase fees to ensure they better reflect actual costs to the organization. It will be difficult for CPRS to continue to subsidize both programs to the extent that it does in the future. However, before any increases are considered, we need

TASK FORCE ON ELECTRONIC COMMUNICATIONS

BY GORD ECKERT, CHAIR, ELECTRONIC COMMUNICATIONS TASK FORCE

Last year's report focused on activities to upgrade and enhance the National Society's Web site. The new site was officially launched in May 2001, a month in advance of our National Conference in Whistler, B.C.

The new site was designed to enhance membership value, facilitate communication and resource sharing among member societies and local boards, encourage interest and membership in CPRS, and provide new revenues through banner advertising. It was also developed to supplement and enhance e-mail communication with CPRS members across the country, and forge stronger links within the domestic and international public relations community.

I am happy to report that with regular e-mail Communiqués to members and

over 31,300 unique visits to our Web site in the 2001-02 fiscal period, electronic communications is clearly contributing to the growth of CPRS.

Further achievements in the past year include:

- launch of the member-only section of the Web site;
- development and implementation of a new Internet Web site advertising policy with a modest contribution to CPRS National's advertising revenues in 2001-02,
- active support of CPRS's national conference program;
- increased flow of news and information to both CPRS members and Canada's P R / communications industry.

Exclusive to CPRS members, the

Members-only section of the Web site was officially launched August 16, 2001 and as a work-in-progress. Presently it provides a link to world of resources and information about the public relations profession; libraries, tools and guides to help the PR planner; and access to additional services, products and programs for CPRS members.

It's said the road to success is always under construction, and that certainly applies to the Task Force on Electronic Communications. New initiatives and work are planned for the coming year... all with the common goal of increasing membership value, enhancing communications with members, and developing new revenue streams for CPRS National.

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Accreditation Task Force: This outstanding team, formed at the request of members during the annual general meeting in Ottawa in 2000, made many significant recommendations to the board, all with an eye to enhancing the process and providing greater support to candidates entering the process. Aably lead by Colleen Killingsworth, APR of Calgary, this dedicated group has agreed to serve as the implementation team, working in concert with the Accreditation Council and board. We have moved from studying and debating the process, to actually implementing actions that will make it stronger.

Finances: The reality for CPRS is that we operate under financial constraints. The board would be more than pleased to offer more services to members, and enhance value, but we can only do so much, with the limited dollars we have. That said, all decisions are weighted against their financial implications, and we are making greater use of our auditor, having hired an accounting firm

twice to help us with specific projects.

The first instance, they created proforma budgets to ensure we had proper financial information available when selecting a service delivery model for the National office. In addition, we retained them to identify the actual cost to the organization of running the accreditation and awards programs, to ensure we price these activities appropriately.

Highlights and Leadership: Several positive developments include a net increase of approximately 200 new members, a solid 53 members who put their name forward for accreditation, and a record 112 award submissions into our National Awards program. As an organization we also have reduced the turnaround time on membership renewals and processing, thereby allowing office staff to spend more time on other services.

I also would like to thank several members who have played significant leadership roles, and are deserving of recognition namely: Awards co-chairs Nancy MacLeod, APR and Dave

Rowney, APR; the Accreditation Council, led by Derrick Peters, APR; the Accreditation Task Force; Jean Valin, APR, Fellow CPRS—a true leader on our behalf in the Global Alliance; Gordon Eckert, who laid a solid foundation for further development of our national Website; and Lesley Spencer, APR, who has led a strong team effort and worked tirelessly to pull together a strong national conference.

CPRS has strong leaders and I've been honoured and privileged to work with many of these fine practitioners. My special thanks to the members of the executive, Daniel Granger, APR; Lisa Homer, APR; Germaine LeMoine, APR; Robyn Quinn, APR, and a special thanks to Sarah Jones, APR, a valued friend and confidant, who retires from the board after years of dedicated service. To the entire board, thank you, it's been a pleasure. And to the membership, thank you for allowing me to serve as your president.

TREASURER'S REPORT

BY GERMAINE LE MOINE, APR, NATIONAL TREASURER

I am pleased to report on an increasingly stable and productive picture for CPRS as reflected in the Auditor's statement to be circulated to members under separate cover prior to the AGM.

Last year at this time, we were addressing a deficit situation due to less than expected profits in a number of areas, including conference, awards and membership as well as unbudgeted expenses related to the Ottawa office closure, the move to an association management firm, database overhaul, etc.

We predicted a breakeven budget with a surplus of \$3000.00 for the 2001-2002 year, and have exceeded this by a modest amount. This achievement is laudable, despite the turbulence of this year, in the World, the economy and CPRS. Due to these external factors,

we did not meet all of our revenue goals. Also, the National Board put a hold on the sale of CPRS member lists, following the introduction of the Federal Privacy Legislation in January 2001, while they developed procedures that ensure that we conform to privacy requirements. However, we exceeded projections in the following areas and several key players deserve recognition for their contributions:

- The Whistler Conference team led by Allard Van Veen, Fellow of CPRS delivered a sterling conference with over three times the anticipated revenue to the National budget.
- The SRQ achieved remarkable goals in their membership drive

and in 2001, at 368 members, became our largest member society.

- Advertising revenues, driven by the National Office, came in at three times budget
- The National Office kept close tabs on all expenses to ensure the numbers remain in check and as close to budget as possible.

Moving forward, the Board of Directors is committed to growing and developing the services and programs CPRS offers. There will be some investment and expenses required to bring these to fruition, and to ensure the best possible quality and responsible outcome on your behalf.

The draft 2002-2003 budget follows:

PROPOSED BUDGET - APRIL 1, 2002-MARCH 31, 2003

REVENUE			
Accreditation	\$10,000	Communiqué	2,500
Advertising	16,000	Electronic Communications	0
Awards	8,600	Equipment & Programming	0
College of Fellows	100	Global Alliance	5,000
Initiation Fees	10,000	Governance	2,500
Interest	4,000	Insurance Policies	3,900
Membership Dues	278,000	Legal Fees	0
National Conference '02 (net)	45,000	Management	216,000
National Reserve Fund	20,000	Membership Directory	30,000
Sales	0	Postage & Shipping	15,000
Sponsorship	20,000	Printing	15,000
Strategists	19,000	Public Relations	2,500
Tactics	21,700	Redesign of Web site	0
Other Revenue	0	Sponsorship Distribution	20,000
TOTAL REVENUE	452,400	Strategist	6,000
		Supplies	3,000
EXPENSES		Tactics	12,000
Accreditation	\$15,000	Task Forces - Accreditation	2,500
Accreditation Training Day	5,000	Telephone & Fax	5,000
Accreditation International Participation	3,000	Translation	4,000
Auditing Fees	6,200	Travel	2,000
Awards	18,800	Website Maintenance and Design	7,500
Bank Charges, Visa & AMEX	5,000	Other Expenses - Miscellaneous	5,000
Board of Directors & NEC	30,000	TOTAL EXPENSES	\$442,600
College of Fellows	200	Surplus/(Deficit)	\$9,780