

CPRS Calgary Annual General Meeting June 11, 2025

@ Platform Calgary
407 - 9th Ave SE, Calgary, AB T2G 2K7



THE CANADIAN PUBLIC RELATIONS SOCIETY

Advancing Public Relations and Communications Management in Canada

Today's Agenda

- **5:30 pm to 6:00pm - Networking**
- **6:00 pm - Land Acknowledgement**
- **AGM: President's Welcome & Call to Order**
 - Motion to approve agenda
 - Approval of 2024 AGM minutes
- **Board Report Discussion and Questions**
 - Treasurer – Questions
 - Portfolio Reports – Questions
- **Motions:**
 - 1) Financials, 2) Bylaws, and
 - 3) Board Reports
- **Nominations & Acclamation of New Board**
- **Recognition of Outgoing Board**
- **Adjournment**
- **6:30 pm - Guest Speakers:**
 - Dylan Howe, SVP, Calgary Surge
 - Ryan Townend, Founder and CEO, WJ Agency



Approval of 2025 AGM Agenda

Motion

That the 2025 AGM Agenda be approved as presented.



Approval of 2024 AGM Minutes

Motion

To approve the minutes of the 2024 CPRS Calgary Annual General Meeting.



2024-2025 Board of Directors

Executive

- President – Peter Ryan, APR
- Treasurer – Richard Truscott, APR
- Secretary – Saima Asad
- Past-President – Jeremy Berry, APR

Portfolio Chairs

- Membership – Lisa Rushka, APR
Theresa Ranallo
- Accreditation – Kim Jones, APR
- Communication – Garima Sandani
- PD & Events – Yana Nesterenko
- Scholarships & Education – Sophie Schneider
- Student Representatives:
MRU – Kirsten Jackson
U of C – Caitlyn Rose
- Sponsorship & Promotion – Open



Motion to Approve Reviewed Financial Statements

Motion

That the member-reviewed financial statements for the period ending March 31, 2025, be approved as presented.

Our Two CPRS Calgary Reviewers:
Cassie Nass, APR
Candace Denison, APR



Motion to Appoint Financial Reviewers for 2025/26

Motion

To appoint two members, based on the recommendation of the Treasurer, to act as financial reviewers on behalf of the membership of CPRS Calgary for the 2025/26 fiscal year, provided that they maintain their CPRS memberships in good standing and are not serving as members of the Society's Board.



Motion to Accept the Report of the Nominating Committee

The 2025 Nominating Committee was comprised of: Peter Ryan, APR, Jeremy Berry, APR, and Richard Truscott, APR. The group identified four Board positions to be filled.

To accept the recommendation of the 2025 Nominating Committee to acclaim the following member in good standing, who meets the requirements of the current bylaws and regulations of CPRS Calgary:

President:	Need 1 candidate - Lisa Rushka, APR (Nominated)
Secretary:	Need 1 candidate - Anyone from the floor?
Sponsorship:	Need 1 candidate (optional) - Carol Reynolds (Nominated)
Member at Large:	Need 1 candidate (optional) - Anyone from the floor?



Portfolio Reports

The following slides present the highlights from Board members reporting on their areas of responsibility during 2024-2025. There will be an opportunity for voting and questions during the formal portion of the AGM.



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President's Report

Accomplishments

- Sunday Host for the CPRS National Conference in Banff
- Led the Crisis Compass Fall Kick-off Event at the Bow Tower
- Supported our team in delivering high-quality events with increasing in person attendance after COVID
- Attended a number of engagements, including some Coffee Chats with new members
- Positive financial outcomes as we started to recover attendance at in person events

Challenges

- Stabilizing membership numbers and struggling engagement for some in person events

Plans for 2025-26

- Support incoming new Board members
- Continue to work with CPRS National on APR accreditation

Dr. Peter Ryan, APR



Treasurer's Report

Accomplishments

- Closed out the 2024/25 fiscal year with a minor deficit of \$604.
- Maintained a strong overall financial position.

Challenges

- Getting paid out by EventBrite (!) for the annual Holiday Party we organized in Dec 2024.
- Decline in job posting revenue.

Plans for 2025/2026

- Continue to build on strong fiscal position.
- Invest in membership engagement initiatives to drive new memberships, re-engage lapsed members.
- Work with directors to build a budget for 2025/26 to deliver value for members and maintain our strong financial position.

Richard Truscott, APR



Membership Report

Accomplishments

- Total membership, as of March 31, 2025, was 99: 81 (including retired, life, emerging and affiliate), and 18 student members
- Slight decrease from last year's AGM numbers of 100 total members: 79 regular members (including retired, life and affiliate) and 21 student members
- 13 added since April 2024

Challenges

- 29 lapsed/expired members (16 members, 13 students since April 2024)

Plans for 2025/2026

- Create member welcome kit
- More individual outreach to members
- Actively pursue group employer memberships
- Create process to ensure proactive outreach to members whose memberships are about to expire
- Create process to ensure immediate follow-up with expired members

**Lisa Rushka, APR and
Theresa Ranallo**



Accreditation Report

Accomplishments

- Three successful APR candidates in 2024/25:
 - Crystal Chokshi, PhD, APR
 - Eunah Kim, PhD, APR
 - Janine Workman, APR
- Supported the Accreditation process:
 - Accreditation study group offered
 - Mock exams offered to candidates, including one CPRS Edmonton candidate

Challenges

- Corporate employer support for Accreditation low, potentially due to economic situation in Calgary

Plans for 2025/2026

- Three APR candidates for 2025/26
- Provide support with study group and mock exams

Kimberlee Jones, APR



Communication Report

Accomplishments

- Drafted and formatted multiple newsletters, improving visual clarity and click-throughs.
- Increased open rate and click rate for emails.
- Created compelling social media graphics to enhance visibility across platforms.
- Supported job board activity by actively posting openings and driving member engagement.

Challenges

- Difficulty aligning messaging due to low availability of volunteer support on the communications side.
- Needed more consistency and strategy in posting on the CPRS Calgary social pages.

Plans for 2025/26

- Reach out to more organizations to secure frequent and diverse job postings.
- Develop and post more humanized, and story-driven content to showcase members and board personalities.
- Actively promote CPRS Calgary's services - including sponsorship and networking opportunities.

Garima Sandani



PD & Events

Accomplishments

Offered a number of professional development sessions:

- Mastering Crisis Communications: Industry Experts Unveil Emerging Trends (*with Dr. Vincent Covello, Dr. Timothy Coombs, and Bob Jensen*)
- Pop Culture and PR: The Taylor Swift Effect (*with Dawn Johnston*)
- AI Without Limits: A Threat to Communicators' Integrity? (*with Dr. Terry Flynn*)
- Podcasting for Thought Leadership: How PR Professionals Can Build Authority (*with Doug Downs*)
- Tech Field: How to Use the Power of PR to Smash Your Funding Strategy (*with Nadya Movchan*)
- Speed Networking (*Students & Mentors*)

Offered two networking events:

- Unwrap the Fun: CPRS & IABC Calgary Holiday Party
- Summit Social – Our Alberta CPRS Chapters Welcome Event!

Challenges

- Getting registration numbers up and understanding what types of events will resonate with members

Plans for 2025/2025

- Offer a slate of PD and networking events to engage members at all stages of their careers



Scholarships & Education

Accomplishments

- Had two student representatives - one from MRU and one from UofC
 - This created a stronger presence for CPRS at UofC this year with more participation from students than previous years.
- Hosted successful student speed-networking event at the Calgary Library

Challenges

- Scholarship promotion: please help us spread the word about scholarship opportunities

Plans for 2025/2026

- Re-launching the official CPRS Calgary Student Mentorship Program - ***keep an eye out in August for our Call for Mentors! If you are interested in connecting with a student in the Fall, please come chat tonight!***

Sophie Schneider



Student Portfolio Report

Accomplishments

- Increased student event attendance, especially from UofC students
- Participated in events such as coffee chats and the speed-networking event
- Broadened awareness of student scholarship opportunities

Challenges

- Low student membership sign-ups
- Low CPRS Calgary event attendance
- Low student scholarship application
- Varying knowledge levels of CPRS Calgary depending on post-secondary institution

Plans for 2025/2026

- Make benefits of student memberships more clear
- Increase student memberships and scholarship applications
- Plan in-person events that will benefit students in communications from all post-secondary schools in Calgary

Kirsten Jackson and Caitlyn Rose



Questions?



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Motion to Accept Board Portfolio Reports

Motion

To approve the
Board Portfolio Reports
as presented.



Motion to Adjourn

Motion

To adjourn this
Annual General Meeting
of CPRS Calgary.



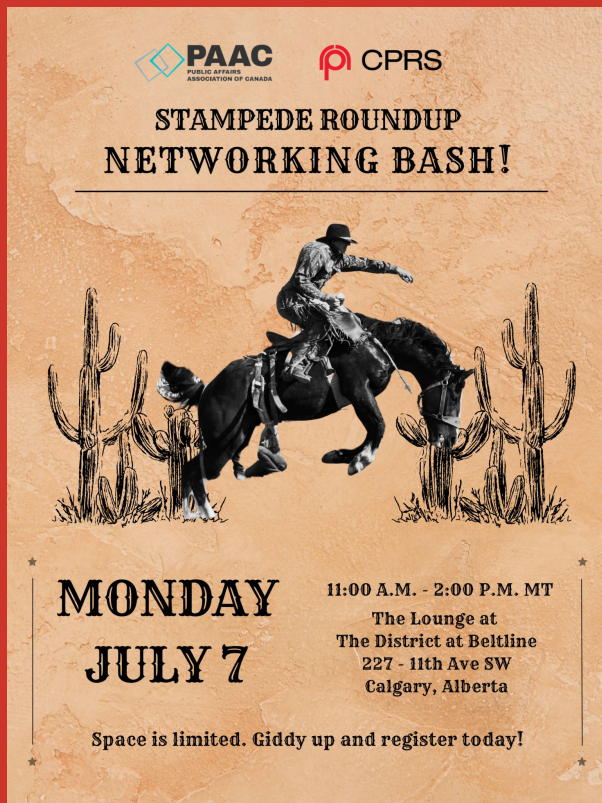
Upcoming Event
at
CPRS Calgary



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Stampede Roundup Networking Bash



Co-hosted with PAAC Canada

The Lounge at The District at Beltline
 Monday, July 7 | 11:00 AM – 2:00 PM MT
 227 - 11th Ave SW, Calgary, Alberta

Hats on, spirits high - it's time to network
the Western way!

This event offers a unique opportunity to connect with professionals across communications and public affairs in a fun, relaxed Stampede-themed setting.

Space is limited! Giddy up and register today



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CPRS Calgary: Fall Social and Kick-Off Event

Ryan's Roundup at Ranchman's

CPRS Calgary - Friends of the WJ Agency

 *Ranchmans's Cookhouse & Dancehall*

 *Thu, Sep 4, 5:00 PM*

 *9615 Macleod Trail S, Calgary, AB T2J 0P6*

REGISTRATION: TBA (after our Stampede event)



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