



Canadian Public
Relations Society

Vancouver Society



Canadian Public Relations Society Vancouver

Report to Members | 2024–2025



Introduction To Members

As we reflect on the 2024/25 season, we are proud to share highlights from a year defined by deepening connections, strengthened collaboration, and purposeful innovation across the CPRS Vancouver community.

In a profession shaped by rapid technological change, our chapter has continued to evolve while staying grounded in our values. The integration of AI into public relations practice has opened new doors for efficiency, creativity, and strategy—and we’ve embraced this shift by offering programming that demystifies these tools and explores their ethical and practical implications. Together, we are learning how to use AI to enhance—not replace—human judgment, storytelling, and relationships that are at the heart of effective communications.

This year also reaffirmed the power of collaboration. Whether through co-hosted events, shared learning, or new partnerships within our chapter and across the national network, CPRS Vancouver has remained a hub of knowledge exchange and mutual support. These relationships are vital as we continue to champion truth, transparency, and reconciliation in our work.

Financial stewardship remains top of mind. Our board has taken meaningful steps to manage resources responsibly and plan sustainably for the future. By prioritizing member feedback, focusing on programming that delivers maximum impact, and exploring new funding avenues, we are building a more resilient foundation for the years ahead.

CPRS Vancouver is stronger because of you—our members. Your engagement, expertise, and generosity of spirit have shaped another successful season. Thank you for being part of a dynamic and forward-looking public relations community.

Indigenous Land Acknowledgement

As Public Relations Professionals in British Columbia, we respectfully acknowledge that we live, work, and carry out our professional responsibilities on the lands of the traditional and unceded territories of the Indigenous Peoples across the province, which includes the xʷməθkʷəy̓əm (Musqueam), Sk̓wx̓wú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.

We also recognize that our professional work often intersects with Indigenous communities. We pledge to consult, empower, and amplify the voices of Indigenous Peoples, ensuring that their perspectives are accurately represented in the public sphere and our work as PR professionals.

Index

CPRS Team

<i>President's Report</i>	5
<i>Vice-President's Report</i>	7
<i>Operations Report</i>	8
<i>Accreditation Report</i>	9
<i>Communications Report</i>	11
<i>Membership Report</i>	12
<i>Mentorship Report</i>	13
<i>PRestige Awards Report</i>	14
<i>Professional Development Report</i>	16
<i>Special Events Report</i>	17
<i>Sponsorship Report</i>	19
<i>Equity, Diversity & Inclusion (EDI) Report</i>	20
<i>Students & Education Report</i>	22
<i>Senior Leaders' Network Report</i>	24
<i>Volunteer Services Report</i>	26
<i>Treasury Report</i>	27

Membership Recognition

<i>Accredited Members, Fellows & Life Members</i>	28
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2024 Annual General Meeting Minutes	29
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Financial Statements	33
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President's Report



Carolyn Rohaly, APR
President [she,her]

Best Career Advice:

“Never assume!”

Favourite CPRS moment from the year:

Starting the year with a full, energetic board of directors!

Why I love working in PR:

Communication touches every part of life and no two days are the same. Whether shaping stories, building relationships, or navigating challenges, PR offers the unique opportunity to make meaningful connections.

Message from the President

At the start of this year, I invited members to lean into collaboration and partnership—and that spirit shaped everything we did in the 2024–2025 season.

Throughout the year, CPRS Vancouver focused on strengthening relationships within our local practitioner community. We prioritized inclusive events, co-created programming, and relaunched our sponsorship opportunities to emphasize mutual value. Across all activities, we aimed to create more space for our members to connect, contribute, and grow.

Professional Development & Events

This year, we encouraged members to help shape event content. Whether by co-hosting a session, contributing expertise, or offering ideas, your input helped us deliver timely, relevant opportunities that brought us together. From industry panels on journalism to AI workshops, our events and newly relaunched mentorship program fostered dialogue, shared knowledge, and helped to build this community.

Sponsorships

We reignited our sponsorship program this year. Through financial and in-kind support, sponsors elevate key events like our senior leaders network, holiday soiree, and professional development initiatives while aligning their brands with the values of Vancouver’s PR community. In turn, we provided meaningful visibility and engagement opportunities across our network.

Celebrating Excellence

The PRestige Awards returned with strong submissions and enthusiastic support. We were proud to honour campaigns that reflected innovation, collaboration, and impact.

President's Report

Growing Our Community

We continued to promote the benefits of CPRS membership and also grow our student and emerging leader opportunities, highlighting access to professional development, peer networks, and meaningful ways to get involved.

Looking Forward

Thank you to our Board of Directors, volunteers, sponsors, and every member who contributed to CPRS Vancouver this year. Your energy and engagement have helped build a stronger, more connected community.

As Harold Burson once said:

“Public relations is about relationships—between organizations and the people who matter most to them.”

As we look to the season ahead, I encourage all members to strengthen your CPRS relationships—whether by joining a committee, attending events, or inviting a colleague to experience CPRS Vancouver. Together, we can keep growing our partnerships, our profession, and our collective impact.

Carolyn Rohaly



Vice-President Report



George van Rooyen
Vice-President [he,him]

Top PR pro tip

Relationships, relationships, relationships:

In the world of public relations, relationships are everything. According to Daniel Tisch, International communications thought leader and advisor to CEOs, “...effective CEOs understand the value of reputation – and the role of PR and communication management in building the relationships that drive it.”

Nurture connections with journalists, influencers, clients, and industry professionals. Building strong, authentic relationships will not only enhance your credibility and reputation but also open doors to new opportunities and collaborations.

Message from the Vice President

As we look ahead to the 2025/2026 season, I'm filled with optimism for the future of CPRS Vancouver. The energy of our incoming board members and the ideas flowing through our community are inspiring, and I'm excited about what lies ahead.

This is an incredibly interesting and dynamic time to be in communications. Advancements in AI, new digital tools and rapidly shifting audience expectations are transforming how we work and connect with the public. In the face of such change, professional development and active involvement in societies like CPRS are more important than ever. They provide us with the community, learning and support we need to stay effective in our roles.

Before we step fully into the future, however, I want to take a moment to express deep gratitude to our outgoing President, Carolyn Rohaly. Over the past two years, Carolyn has led our society with dedication, vision and heart. Her leadership helped bring back many of the in-person initiatives that had been paused during the pandemic—breathing new life into our programming and reconnecting our community in meaningful ways.

Thanks to Carolyn's efforts, CPRS Vancouver has emerged from a challenging period well-positioned for what's next. On behalf of the board and our members, thank you, Carolyn, for your incredible work in rebuilding and re-energizing this society.

As we move forward, we do so with momentum, a renewed sense of purpose and a vibrant community of professionals committed to advancing excellence in public relations.

— George van Rooyen, Vice President, CPRS Vancouver

Operations Report



Michelle Ngai
Operations Coordinator
[she,her]

Q&A - Best career advice I've received:

"Trust your gut and seek discomfort. The best career moves often start with a little discomfort, but over time, they become energizing and exciting."

2024/25 Board Report: Operations

This year has been a steady one for the Operations portfolio. It's been great for the board to meet in person a few times this year, especially as a bigger team; it really reminds us how energizing it can be to share a room and ideas. A big thanks to Carolyn and George, whose outreach efforts have played a key role in helping fill many of our portfolios.

One exciting step forward has been integrating AI into our board meetings. Using AI for notetaking has helped streamline minutes and made it easier to stay focused and efficient during discussions -- a small change that's made a noticeable difference in how we operate.



Accreditation Report



Robin Cook-Bondy, APR
Co-Chair, Accreditation
[she,her]

Robin Cook Bondy, APR Q&A:

Best career advice ever received:

"Slow down to speed up." In a field that moves quickly and demands constant output, this advice is a powerful reminder that taking time to pause, reflect, and focus on the task at hand isn't a luxury—it's a necessity. Slowing down allows for better decision-making, clearer communication, and ultimately, more effective and efficient progress.

Why I love working in public relations:

I love working in public relations because it's a dynamic, ever-changing field that constantly challenges me to think strategically and adapt quickly—and I'm inspired every day by the smart, creative, and generous people who make up this profession.

Christina Shorthouse, APR Q&A:

Why I love working in public relations: I love working in public relations because it's a dynamic, ever-changing field that constantly challenges me to think strategically and adapt quickly—and I'm inspired every day by the smart, creative, and generous people who make up this profession. about pursuing the APR designation, please reach out!



Christina Shorthouse, APR
Co-Chair, Accreditation
[she,her]

Accreditation Report

2024/25 Board Report: Accreditation

This year, 21 professionals from across the country achieved their Accreditation in Public Relations (APR)—a significant career milestone and a testament to their strategic, ethical, and professional excellence. A big congratulations to our three local 2024 graduates: **Marsha D’Angelo, Avi Gill, and Andrea Visscher!**

The APR remains one of the most rigorous peer-reviewed professional programs in the field, designed to evaluate practitioners’ ability to navigate complex business and communication challenges across sectors. As CPRS Accreditation Chair Alex Sévigny notes, “The APR is a solid measure of the modern professional communicator,” with recent evolutions addressing topics such as ESG and artificial intelligence.

Granted since 1969, the APR is now an internationally recognized symbol of professional excellence in public relations. Candidates must demonstrate advanced knowledge, strategic insight, and an unwavering commitment to ethical practice in alignment with the CPRS Code of Professional Standards.

We’re proud to support four Vancouver Chapter members currently pursuing their APR in 2025 and remain committed to fostering a strong pipeline of accredited professionals in our region. For more details on the accreditation program or process, please visit the CPRS National website or reach out to Robin Cook Bondy or Christina Shorthouse through the CPRS Vancouver website.



Communications Report



Courtney McGillion, APR
 Director of Communications
 [she,her]

My favourite PR tool?

Anything that measures what I’m up to. There’s no better way to build trust than to base your strategies and communications plans in fact. And, there’s no better way to learn and grow than to evaluate your efforts and make necessary adjustments.

2024/25 Board Report: Communications

2024-25 Goal: maintain and engage readership of our chapter’s e-newsletter, Essentials.

Objectives:

- Publish and distribute one issue of Essentials per month.
- Draft content that will increase open rates by 10% from the year prior.
- Collaborate with at least three other director portfolios to support content creation.

Outcomes:

Looking ahead to 2025-26, I plan to continue to provide support to fellow board members by communicating the many remarkable initiatives that are underway throughout the year. I also aim to develop a strategic approach to our website and social channels to try and maximize further engagement.

Membership Report



Dannie Wang
 Director of Membership
 [she,her]

Why do I love working in PR?

Before I broke into this industry several years ago, I originally worked as an investigative journalist. The nature of journalism is, to some degree, at odds with the values, goals, and duties of a PR professional. I used to question whether I was trading the public interest I once pursued for the interests of private stakeholders. But I now feel more assured that the responsibilities taken on by us are no less important than those of public advocates. We bridge multiple values and craft compelling stories. Most importantly, I'm happy to embrace a win-win mindset that helps co-establish shared visions for both the public and private sectors.

2024/25 Board Report: Membership

2024–2025 has been a year of transition for my career, and similarly, the membership portfolio at CPRS Vancouver experienced some uncertainty due to data misalignment caused by technical issues.

I maintained ongoing communication with CPRS National, and we eventually achieved some meaningful outcomes. I truly value this opportunity, as it keeps me in contact with members.

I understand it's been a challenging year for many, yet I've still seen a number of professionals renew their memberships and others looking to join. This reaffirms how vital it is to be a member—not only to network, but also to connect with like-minded individuals.

This year, I worked closely with CPRS National to clean up the database. We were receiving data with expired members, which ballooned our membership numbers. Together, we removed expired members from the monthly Member Report, which now reflects our true membership numbers.

Here is the current standing of our members as of May 1, 2025:

- Full members - 97
- Lifetime members - 9
- Retired members - 4
- Student members - 12
- Associate members - 1
- Total members - 127

Mentorship Report



Neil Henderson
 Director of Mentorship
 [he,him]

Best career advice ever received:

Figure out how your talents can be made valuable to others - above and below you - and your path will build itself.

Favourite CPRS moment from the year:

Difficult - there have been many - but working a crisis situation with the help and support of the network I have grown through CPRS Vancouver was an amazing testament to the strength of a professional community.

Why I love working in PR:

You get to be at the heart of everything, craft the best messages for everyone and have real impact in the process.

2024/25 Board Report: Mentorship

Taking on the CPRS Vancouver mentoring portfolio in the summer of 2024, I set out to grow the program's impact and align it more closely with the CPRS national chapter, focusing on collaboration, structure, and measurable outcomes. Our SMART goals targeted a 10% increase in overall membership and a 20% expansion of the mentorship program by fiscal year-end, achieved through cross-portfolio collaboration, enhanced events, and data-driven improvements.

Early efforts centered on launching a comprehensive communication plan for mentorship applications, revitalizing our web presence, and engaging with Communications, Social & Digital, Events, and Senior Leaders portfolios. We prioritized outreach to both members and non-member industry professionals, leveraging e-blasts, newsletters, and targeted campaigns to boost applications. As a result, mentee and mentor recruitment numbers rose significantly, with mentees increasing to 14 and mentors to 9 within weeks.

In January, we successfully matched applicants and kicked off the 2024–2025 program to coincide with International Mentoring Day. Monthly "Mentoring Motivation" communications provided ongoing resources and support, while new initiatives like "PR Boot Camp" workshops were developed in response to mentor proposals and participant feedback. We established new partnerships, notably with The PR Trust, and explored internship and job board opportunities to further enhance program value. Regular check-ins ensured strong engagement, with only one mentee dropping out mid-year.

Looking ahead, we are gathering participant feedback and marketing materials to support further program growth and promotion in 2025–2026. The year has laid a strong foundation for an even more impactful CPRS Vancouver Mentoring progra

PRestige Awards Report



Samira Azzouz
Director of PRestige Awards
[she,her]

Top PR pro tip:

When creating content, strive to connect with your audience emotionally. Craft a message that resonates with their values and dreams, using storytelling and emotive language to make a lasting impact. Consider incorporating compelling visuals to enhance the emotional response.

Why I love working in PR:

Creating is at the core of PR. With a love for writing, it never feels like work because I'm living my passion every day. Words have a powerful impact, and I take pride in leaving a lasting impact on my audience with each campaign I create.

2024/25 Board Report: PRestige Awards

I had the honor of leading the 2024/25 PRestige Awards, providing a platform for Vancouver's communications professionals to showcase their exceptional projects or campaigns. Submissions were accepted in five categories:

- Best digital/multi-media/social media project
- Best employee engagement or internal communications campaign
- Best integrated communications campaign
- Best media relations campaign (under \$50,000)
- Communicator of the Year

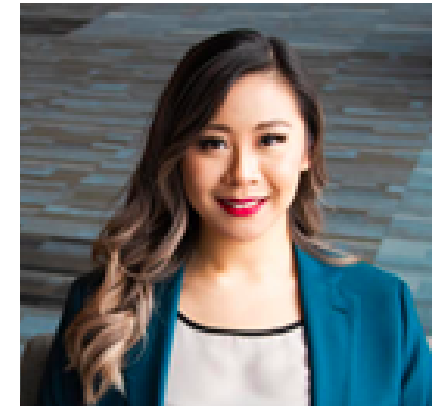
CPRS Vancouver members and non-members in the Greater Vancouver and surrounding area were eligible to submit their work. The initiative was a great success, celebrating local creativity and talent.

The PRestige Awards campaign was launched in March and ran for several weeks. Promotional messages were broadcast across our CPRS social networks, including e-blasts, social media posts, emails to national winners and entrants, and personalized emails to members.

During my time managing this portfolio, I familiarized myself with CPRS's working methods and had the chance to showcase my creativity in leading the campaign.

Thank you to CPRS Vancouver for entrusting me with this portfolio. I look forward to the next season!

Professional Development Report



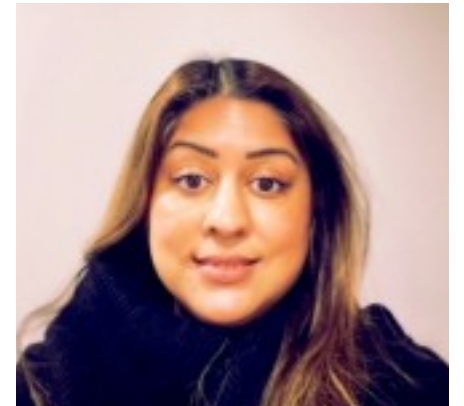
Cecilia Ho
Co-Director of Professional Development [she,her]

Biggest PR lesson learned

Everything that can go wrong will go wrong, so get things done before it does.

Why I love working in PR:

Pinder: PR is equal parts creative, complex and people centric. I love the ability to communicate to a wide spectrum of audiences and create content that is designed to inform, educate and drive positive change.



Pinder Rehal
Co-Director of Professional Development [she,her]

2024/25 Board Report: Professional Development

As Co-Directors of Professional Development Events, we were pleased to help deliver a range of workshops and learning opportunities that supported the professional growth of our members throughout the year.

Over the course of this year, we organized five events focused on key topics such as crisis communications, measuring success, the evolving landscape of Canadian media and AI. Attendance was strong, with several sessions reaching full capacity and generating meaningful dialogue among members.

Highlights included:

Expecting the Unexpected: Crisis Management and Preparedness – an engaging session that helped members strengthen their skills in handling emergencies and issues with reputational risk.

Generative AI Bootcamp: Master the Future of Communications – a full-day intensive workshop with leading AI expert Matt Collette.

Communicating Seismic Shifts at the Museum of Anthropology – a change-management focused case study with presenters from MOA who led the communications for one of Vancouver's most iconic museum's massive renovation and seismic upgrades project.

As our term draws to a close, we're grateful to have had the opportunity to support our members in their quest for continual professional development. Looking back, it was exciting to plan events that saw us through the tail-end of the pandemic and shifting back to in-person events. We look forward to continuing to be active members with CPRS and attending the amazing future events planned by the next Professional Development Events team.

Events Report



Special Events Report

I'm #CPRSProud because...

CPRS is arguably the most respected professional networks in our industry. As PR evolves, CPRS plays a critical role in educating, advocating, and advancing PR as a vital, strategic discipline.

Top PR Pro Tip!

Collaborate and stay curious — great work comes from asking questions, showing up, and learning from one another.



Leslie Hacker
 Director of Special Events
 [she,her]

2024–2025 CPRS Vancouver Director of Special Events Portfolio Year in Review

As Director of Special Events, I'm proud to reflect on an eventful year marked by collaboration, growth, and connection — one that brought our members together in new venues, sparked meaningful conversations, and created opportunities to learn from one another.

Our goal this year was twofold: to create meaningful, engaging events that connect our members while reinforcing the value of PR in today's shifting landscape — and to grow event attendance through compelling events and community outreach.

So far we've hosted several signature special events this past year:

- **2024 AGM** at the Chinatown Storytelling Centre
- Focused on the revitalization of Chinatown, this event featured a keynote by Talk Shop Media and Choice Communication. It highlighted cultural storytelling's role in shaping public perception.
- **BMW Season Kick-Off Social**
- Hosted in partnership with BMW Brian Jessel, this event brought in \$765 and featured a presentation from their marketing manager on how PR powers luxury branding.
- **Holiday "Eras" Party**
- **Our biggest hit of the year** — 120/120 tickets sold! The Taylor Swift-themed celebration brought in \$6,756.14 in sales and generated approximately \$375 in profit. Energetic, fun, and community-driven.
- **State of PR Panel** (May 22 at Beaumont) highest attended CPRS events of the year. We received amazing feedback, welcomed many potential members, and we aim to do more events like this next year - perhaps creating a series.
- **2025 AGM** – June 24th at Vesper Lounge with keynote speaker, Adam Grossman, presenting "Finding Your Place in a Bigger Story" - a case study on how PavCo's communications team found magic during Taylor Swift's Eras Tour at BC Place.

Special Events Report

Looking Ahead

As I complete my term as Director of Special Events, I'm hopeful and excited about the possibility of stepping into the role of Vice President for the next chapter year — while continuing to actively support the Special Events portfolio. I look forward to helping execute and shape upcoming events, ensuring consistency, value, and strong attendance.

Events are a key driver of both connection and revenue for CPRS Vancouver and therefore should be a priority next year. Let's emphasize securing gifted venues to reduce costs, featuring relevant, high-impact speakers, and building and maintaining a Vancouver PR invite list. It's also crucial that we ensure CPRS remains top of mind, especially as more professional development and networking groups emerge across Vancouver.

I have so many event and speaker ideas for next chapter year, such as a Speed Networking / Meet the Board event, where attendees rotate through tables hosted by board members — a great way to foster mentorship and community-building. To ensure our programming reflects member interests, a member survey will be launched over the summer. To ensure our programming reflects member interests, a member survey will be launched over the summer.



Sponsorship Report



Jen Hill
Director of Sponsor-
ship[she,her]

Why I love working in PR:

Because every day is a chance to help people understand each other better.

2024–2025 CPRS Vancouver Director of Special Events Portfolio Year in Review

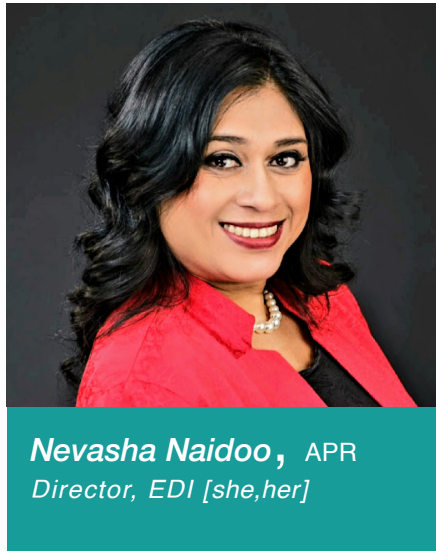
As this was my first year as Sponsorship Chair for CPRS Vancouver, I want to begin by extending my sincere thanks to my fellow board members for their support, collaboration, and leadership. It has been both a learning year and a rewarding one, and I'm deeply grateful for the team spirit and shared vision that drives this organization forward.

We started the year with a unique opportunity to partner with the team at Brian Jessel BMW, which helped kick off our programming with energy and style. Our annual holiday party was another highlight, made possible by the generous support of our community, sponsors, and members. It was a reminder of the strength of our network and the value of meaningful connection within the profession.

We are especially thankful to Earncliffe Strategies and Sequencr AI, whose ongoing support continues to champion our chapter's work. These partnerships allow us to host valuable events and offer meaningful opportunities for engagement, learning, and growth.

Looking ahead, I'm excited to explore new sponsorship opportunities and expand our community of partners over the next two years. There is incredible potential to build on this foundation and further amplify the impact of CPRS Vancouver's programming and presence.

Equity, Diversity & Inclusion (EDI) Report



Most Proud Career Moment

With over 25 years of experience in communications, I've had the privilege of building a career I'm truly proud of. One of my proudest moments has been leading and operating my own award-winning PR agency for 13 years. I received PRISM Awards for Best Corporate Communications Campaign award in 2012 for The Estate Agency Affairs Board and Best FIFA Soccer World Cup campaign award in 2011. PR isn't just what I do, it's who I am. And I bring that passion, creativity, and strategic focus to everything I take on.

2024/25 Board Report: Equity, Diversity & Inclusion

Over the past year, we continued our commitment to equity, diversity, and inclusion (EDI) as a central pillar of the strategic goals that were set in our chapter. Our approach to EDI has been intentionally integrated into all board portfolios and embedded into every piece of communication, event plans, and other CPRS initiatives.

I extend my deepest thanks to the members of the EDI subcommittee and the CPRS Board for their dedication, support, and commitment throughout the 2024–2025 year. Our collective efforts have played a vital role in shaping a more inclusive and representative public relations community, one that respects and celebrates diversity in all its forms.

Thank you again to everyone who contributed to this important work. We look forward to another great year ahead!

Key 2024-2025 EDI Highlights

- Website Audit, Recommendations, and Refresh Project proposal.
- Recognition of Designated Awareness:
- National Accessibility Week
- Asian Heritage Month blog post.
- National Day for Truth and Reconciliation
- Diwali
- Black History Month
- International Women's Day
- Nowruz
- Sikh Heritage Month
- Mental Health Awareness Month

Main portfolio goals for the upcoming year

- Advance discussions related to EDI in the communications and public relations community.
- Sustain the curation of impactful content for blogs and social media posts.
- Research and report on how PR professionals in Canada are integrating (EDI) into their communications and overall business strategies.”

Stay connected

If you would like to join the EDI subcommittee, please email: volunteers@cprsvancouver@gmail.com

EDI Highlights



Students and Emerging Leaders Report



Kelsea Arbour
Coordinator, Student Representative & Special Events
[she,her]

Most proud career moment

Landing a job in the industry as a Communications Specialist at FortisBC has been my proudest career moment of the year. As a recent PR graduate, it took a lot of effort to get to this point. From building my portfolio, actively putting myself out there, and pushing past the initial nerves of attending networking events. I leaned into opportunities like hosting CPRS/IABC “Coffee and Comms Chats,” stayed curious during my travels by observing how different countries approach PR, and kept showing up even when the payoff wasn’t immediate. The journey required patience, vulnerability, and dedication, and I have no doubt that landing this role was the direct result of every time I raised my hand to volunteer, every follow-up email sent, and every time I showed up to grow. It’s been incredibly rewarding to see that persistence pay off.

2024/25 Board Report: Students and Emerging Leaders

Over the past year, it’s been a privilege to represent students and emerging practitioners as part of the CPRS Vancouver board. In this role, I’ve worked to bridge the gap between classroom and career by leading student engagement efforts and coordinating professional networking opportunities such as the return of our “Coffee & Comms Chats.” These informal monthly gatherings created space for genuine connections between industry professionals and students, encouraging mentorship and open conversation about communications trends, challenges, and career paths. I also helped plan and execute a series of social events where industry professionals and students could network and share their experiences in an informal and relaxed setting.

As a recent graduate of the Public Relations Diploma Program at Kwantlen Polytechnic University, I’ve seen firsthand the value of CPRS as a launchpad for growth, networking, and confidence-building. I’m grateful for the community and guidance I’ve found here, and I’m excited to see even more students get involved in the coming year. Looking ahead, I hope to continue developing inclusive, accessible programming and events that support PR students as they enter the industry. Thank you to CPRS for welcoming me to the table. “By making curiosity and empathy your north star, you’ll not only stand out in a crowded field—you’ll also build a career defined by trust, creativity, and genuine human connection.”
Kareem Allam from Fairview Strategies.

Additionally, we provided valuable prizes to students and emerging professionals who joined our email list, such as resume reviews, mock interviews, and coaching sessions. To further support career development, we launched a free, monthly virtual Ask Me Anything session where students and emerging professionals could get advice on resume writing, job hunting, networking, and more - all for free. Looking ahead, I’m excited to announce that we’re looking at bringing back the CPRS Vancouver Student Scholarship to help students financially on their PR and communications journey. We’ll also be hosting more online events focused on practical skills development, such as resume clinics and interview coaching sessions. Stay tuned for details, and I look forward to connecting with more students and emerging professionals next year!

Students and Emerging Leaders Report



Senior Leaders' Network Report



Caeli Murray, APR,
Director, Senior Leaders'
Network [she,her]

MOST PROUD CAREER MOMENT:

One of my proudest career moments was being recognized by the CPRS National Awards of Excellence for both an External Communications Campaign and a Multimedia Project. Competing alongside major agencies with substantial budgets, it was especially meaningful to see our work—produced within the context of a school district, where resources are often limited—acknowledged on a national stage. These awards are a testament to the creativity, dedication and impact of our small but mighty team.

Why I love working in PR...

Because it's purposeful and impactful. Every day is an opportunity to shape narratives and build public trust. It's a chance to make a difference—one message at a time.

2024/25 Board Report: Senior Leaders' Network

As this was my first year in the role, my primary objective was to familiarize myself with the planning process and successfully host my first Senior Leaders' Network event. Our Leaders' Network events provide a unique opportunity for communication and public relations leaders who have achieved their APR® designation or College of Fellows (FCPRS) status, or have at least 15 years of experience in the industry, to gather in an informal and intimate setting.

In April, we welcomed a dynamic group of senior leaders to the Jungle Room in Vancouver for an evening of meaningful connection and dialogue. Sponsored by Sequenc AI, the intimate atmosphere set the stage for thoughtful conversations about the evolving challenges and opportunities facing our profession.

Attendees shared overwhelmingly positive feedback, expressing appreciation for the opportunity to reconnect in person and engage in high-level peer-to-peer discussions.

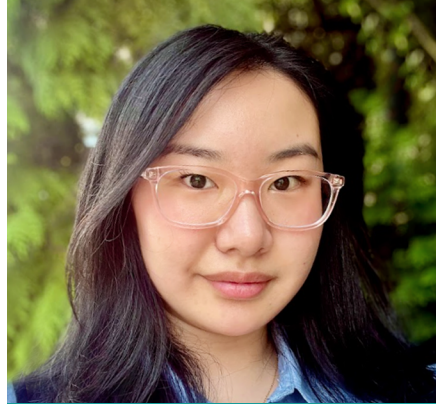
positive feedback, expressing appreciation for the opportunity to reconnect in person and engage in high-level peer-to-peer discussions.



Senior Leaders' Network Report



Volunteer Services Report



Angela Shen
Coordinator, volunteer services
[she,her]

Favorite CPRS Moment:

I loved the holiday party, which was a buzzing experience filled with chatter and connections I never thought I would reconnect with or make. The way everyone of all ages and levels of profession in the field of PR was able to gather together in one comfortable setting with delicious food and drinks was truly the experience to have!

2024/25 Board Report: Volunteer Services

A truly wonderfully inspiring first year on the CPRS Board of Directors. Having previously been a volunteer, I look forward to being able to connect student volunteers to the needs of the board members to better support the development of the many exciting learning experiences available to all CPRS members.



Treasury Report

2024/25 Board Report: Finances

In the 2024-25 fiscal year, CPRS-Vancouver was without a Treasurer, so the President managed this portfolio. CPRS Vancouver had \$42,692.25 in assets at the end of 2023-2024 fiscal year and ended the 2024-25 fiscal year with \$32,263.50 (\$11,942.19 cash and cash equivalent plus \$17,907.78 GIC). Expenditures exceeded revenues for the second year in a row, due to the loss of job board revenue from CPRS National. Overall loss for the 2024-25 season was \$7,096.65 compared to last year's loss was \$19,737. This reflects initiative the Board took to adjust to the lost job board revenue.

Revenue:

- The total gross revenue in 2024-25 was \$24,369.25, increased from 2023-24's total income of \$14,109.38. Among the most significant income lines:
- Membership increased \$5,920.00 to \$6,169.87
- Events increased \$3,149.01 to \$17,625.00, largely due to the AI Bootcamp (co-produced with Sequencr) and event team vigilance to stay on budget
- Sponsorship increased with contributions from Sequencr and Earnscliffe Strategies

Expenses:

The total expenses for 2024- 2025 were down \$33,846.55 to \$31,465.90. The most significant increases and decreases in expense lines were:

- Board Expenses increased \$376.88 to \$1,964.10
- Website Maintenance remained the same at \$6,000.00
- Administration Services decreased \$13,211.25 to \$5,768.75
- Accounting and bookkeeping decreased \$2,168.06 to \$2,061.84
- Interest increased \$0.20 to \$644.25

Read the full 2024-25 year-end financial report as follows in this report.

2024 Accredited Members, Fellows & Life Members

Carolyn Rohaly, MUP, APR	Douglas Heal, LM	Caeli Murray, APR
Christina Shorthouse, MPR, APR	James Hoggan, APR	Robert Wayne Paddon, APR
Dina Zaid, APR	Hal Holden, APR, LM	Beverly Pausche, APR
Courtney McGillion, MCM, APR	Scott Jackson, APR	Verne Prior, LM
Candace Hernandez, APR	Susan Jamieson-McLarnon, APR, LM	Rashpal Rai, APR
Clay Adams, APR	Peggy John, APR, LM	Catherine Robertson, LM
Lisa Baergen, APR	Peter Kim, APR	Bruce Rozenhart, APR
Diana Barkley, APR, FCPRS	Brenda Jones, APR	Emma Shea, APR
Kim Blanchette, APR, FCPRS	John Kageorge, APR	Sharon Shore, APR
Clifford Bowman, APR	Angela Koulyras, APR	Deborah Skaey, APR
Christine Brooks, APR	Regan Lal, APR	Kathie Taylor, APR
Libby Brown, APR	Cheryl Landrigan, APR	Sydney Tomchenko, APR
Rennie Brown, APR	Patricia MacNeil, APR	Allard van Veen, APR, FCPRS, LM
Maureen Cameron, APR	Liz Mallender, APR	Geraldine Vance, APR, FCPRS
Nevasha Naidoo, APR	Julie Marzolf, APR	Victor Vrsnik, APR, FCPRS
Clive Camm, APR	Karen McCluskey, APR	Johanna Ward, APR
Steve Campbell, APR	Amanda McCuaig, APR	Frank Walden, LM
Larry Cardy, LM	Nancy McHarg, APR	Marsha D'Angelo, AP
Michelle Clausius, APR	Jeff Meerman, APR	Avi Gill, APR
Tanya Colledge, APR	Deneka Michaud, APR	Andrea Visscher, APR
Michele Comeau, APR		
Robin Cook Bondy, APR		
Jean Cormier, APR, LM		
Jiana Chow, APR		
Deborah Folka, APR, FCPRS, LM		
Francine Gaudet, APR, FCPRS, LM		
Jillian Glover, APR		
Sara Goldvine, APR		
Gwen Hardy, APR		
Peter Harvey, APR, LM		

Accredited in Public Relations (APR)

The respected measure of professional experience and competence in the field of public relations can be earned by members with 5 or more years experience.

College of Fellows (FCPRS)

20 years experience and has provided leadership to the Society.

Life Members (LM)

Member for 30 years; Has provided outstanding leadership to CPRS Vancouver & CPRS National.

2024 Annual General Meeting Minutes



Tuesday, June 4, 2024 – 7:00 p.m.
In person at the Chinatown Storytelling Center, Vancouver, BC

Board Members in Attendance:

Carolyn Rohaly, George Van Rooyen, Cecilia Ho, Leslie Hacker, Robin Cook Bondy, Christina Shorthouse, Lesley Chang, Nevasha Naidoo, Rashpal Rai, Hanne Lene Dalgleish, David Connop Price, Michelle Ngai, Johanna Ward.

1. Call to Order and Land Acknowledgement

Meeting called to order at 7:52 p.m. by Carolyn Rohaly.

C. Rohaly opened the AGM by acknowledging that we gathered on the unceded and traditional territories of the Coast Salish peoples, including the Musqueam, Squamish, and Tsleil-Waututh Nations. She noted June as National Indigenous History Month and June 21 as National Indigenous Peoples Day, and reaffirmed CPRS Vancouver's commitment to Equity, Diversity, and Inclusion through our updated EDI statement.

C. Rohaly went over some general housekeeping items and the agenda for the morning, noting that CPRS Vancouver's bylaws require the following:

- (i) the adoption of rules of order and 2022 AGM minutes
- (ii) the consideration of the financial statements (in the Report to members. There's a link on our website and you all will have received it in your email inbox last night)
- (iii) the report of the Directors
- (v) the election of Directors

2. Welcome and Rules of Order

C. Rohaly welcomed members to the 2024 Annual General Meeting on behalf of the CPRS Vancouver Board of Directors and reviewed the rules of order.

APR attendees recognized:

Robin Cook Bondy, APR
 Nevasha Naidoo, APR
 Bob Paddon, APR
 Carolyn Rohaly, APR
 Christina Shorthouse, APR
 Johanna Ward, APR
 Call for any missed APRs.

Instructions were provided for voting procedures and how to raise new business. No questions were raised.

C. Rohaly introduced and congratulated the 2024 PRestige Award winners:

- **Best Integrated Communications Campaign**
- Gold: BC College of Nurses & Midwives
- Silver: Argyle
- Bronze: Metro Vancouver

- **Best Internal Communications Campaign**
- **Bronze:** BC Housing
- She acknowledged **Rashpal Rai, APR**, for stepping in to support the Awards portfolio and encouraged members to consider filling the now-vacant **PRestige Awards Director** position.

3. Approval of 2023 AGM Minutes

C. Rohaly called for approval of the 2023 AGM minutes.

- **Motion to approve:** Leslie Hacker
- **Seconded:** Nevasha Naidoo
- **Carried unanimously**

4. President's Report – Carolyn Rohaly

C. Rohaly shared highlights from the past year and acknowledged each board member's contributions:

Past President: Alexandra Skinner – Supported leadership transition.

Vice-President: Dina Zaid, APR – Continued supporting the board from Toronto; recognized for her communications leadership.

Membership Director: George Van Rooyen – Stabilized membership numbers and created personal connections with new members.

Events – Professional Development:

Cecilia Ho – Organized insightful lunch & learn sessions.

Pinder Rehal – Coordinated successful Edelman event series.

Events – Special Events:

Leslie Hacker – Led five social events, including a high-attendance holiday soirée.

Naseam Ahmadi – Initiated monthly coffee chats with IABC, consistently sold out.

Senior Leaders' Network: Caeli Murray, APR – Expanded partnership with Fluency Leadership.

Accreditation: Robin Cook-Bondy, APR and Christina Shorthouse, APR – Supported a new cohort of APR candidates; congratulations to Irena Pochop for achieving APR.

Students & Education: Lesley Chang – Relaunched portfolio; hosted student engagement events.

Mentorship: Roberta Praticò – Ran the largest mentorship program to date with 26 participants.

EDI: Nevasha Naidoo, APR – Worked tirelessly to bring important recognition days to attention and provided EDI tools for communicators - and kept the board accountable to EDI goals and perspectives. Updated EDI statement and hosted impactful recognition campaigns.

PRestige Awards: Rashpal Rai, APR – Stepped in to manage the 2023 PRestige awards program.

Member Survey: Hanne Lene Dalgleish – Designed a feedback survey to guide strategic planning.

Operations: Michelle Ngai – Provided strong logistical and administrative support.

Treasurer: David Connop Price – Managed the transition to in-person operations while maintaining financial stability.

5. Treasurer's Report – David Connop Price

Opening assets (2023–2024): \$62,256.78

Closing assets (2023–2024): \$42,692.25

In the 2023-24 fiscal year, CPRS-Vancouver's expenditures significantly exceeded its revenues. CPRS Vancouver had \$62,256.78 in assets at the start of 2023-2024 fiscal year and ended it with \$42,692.25. Revenue declined largely this year due to CPRS National retaining 100% of job board revenue (\$28,179.71), which had previously been a major source of income for CPRS Vancouver. CPRS Vancouver continues to advocate for a fair revenue-sharing agreement with National.

Additional budget-maintenance plans for the coming year include:

- Discounted event ticket pricing for members
- Sponsorship-driven event funding

- Conservative budgeting aligned with member value

CPRS Vancouver also thanks Sea to Sky for administration and bookkeeping support. The team has been incredibly efficient and helpful in overseeing our monthly expenses and reimbursement procedures.

C. Rohaly motioned to approve 2023–2024 Financial Statements and Report to Members:

- **Moved by:** Johanna Ward
- **Seconded by:** Lesley Chang
- **Carried unanimously**

6. Election of 2024–2025 Board of Directors

Motion to elect board members by a single vote:

- **Moved by:** Neil Henderson
- **Seconded by:** Nevasha Naidoo
- **Carried**

Executive (1-year term):

- **Carolyn Rohaly** – President
- **George Van Rooyen** – Vice-President

New Directors (3-year term):

- Michelle Ngai – Operations Coordinator
- Daniela Silva – Treasurer
- Dannie Wang – Director, Membership
- Jen Hill & Teresa Quach – Co-Directors, Sponsorship
- Jiana Ling – Senior Leaders
- Angela Shen – Coordinator, Volunteer Services
- Vote conducted – all nominees elected unanimously.

Outgoing Board Members Acknowledged:

Dina Zaid, Alexandra Skinner, Roberta Praticò, Caeli Murray, Hanne Lene Dalgleish, David Connop Price, and Rashpal Rai. Each thanked for their contributions.

Vacant Positions:

- PRestige Awards Director
- Director of Mentorship
- Co-Director of Events

Volunteer Acknowledgements:

Special thanks to Kelsea, Yogita, Jordan, Dan, Anirudh, Gent, Michelle, and Larissa for their invaluable support.

Special Recognition:

A token of appreciation was presented to Rashpal Rai for his longstanding dedication to CPRS Vancouver and his transition to the CPRS National Board.

7. New Business

No new business was brought forward.

8. Closing Remarks

C. Rohaly thanked the membership and board for their continued dedication. Expressed pride in the year's accomplishments and enthusiasm for the upcoming term.

Closing remarks from Leslie Hacker:

Congratulated Carolyn Rohaly on her outstanding leadership and reflected on the success of the year. Thanked speakers Helen and Kelsi, and acknowledged the efforts of board members and volunteers in making the AGM a success.

Attendees were treated to communications-themed fortune cookies on the way out and invited to an informal after-party at Pizza Coming Soon (179 E Pender St), encouraging connection and networking.

Group photo taken.

9. Adjournment

Motion to adjourn: Carolyn Rohaly

Seconded: Leslie Hacker

Carried

Meeting adjourned at 8:47 p.m.

Financial Statement

Year End Financial Reports

As of March 31, 2025

CPRS Vancouver

Balance Sheet
As of March 31, 2025

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
1050 BMO	11,942.19
1051 BMO High Interest Savings	0.00
1052 Paypal	0.00
1502 New GIC	17,907.78
12000 Undeposited Funds	0.00
Total Cash and Cash Equivalent	\$29,849.97
Accounts Receivable (A/R)	
1200 Accounts Receivable	2,413.53
Total Accounts Receivable (A/R)	\$2,413.53
1204 GST Receivable	0.00
1385 Prepaid Expenses & Deposits	0.00
Total Current Assets	\$32,263.50
Total Assets	\$32,263.50
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2200 Accounts Payable	900.00
Total Accounts Payable (A/P)	\$900.00
2030 GST/HST Payable	-620.39
Receiver General Suspense	0.00
Total Current Liabilities	\$279.61
Total Liabilities	\$279.61
Equity	
30000 Opening Balance Equity	58,474.60
Retained Earnings	-19,394.06
Profit for the year	-7,096.65
Total Equity	\$31,983.89
Total Liabilities and Equity	\$32,263.50

CPRS Vancouver

Profit and Loss
April 2024 - March 2025

	TOTAL
INCOME	
4400 Interest Income	644.25
4550 Membership	6,100.00
4605 PD-Sr/Leaders Network	350.00
4675 Events Income	17,275.00
Total Income	\$24,369.25
GROSS PROFIT	\$24,369.25
EXPENSES	
5020 Board Expense	1,964.10
5021 Website Maintenance Expense	6,000.00
5022 Annual Report	1,165.00
Total 5020 Board Expense	9,129.10
5030 Awards Expense	162.40
5250 Bank Fees	0.20
5251 Interest and bank charges	0.20
5254 Credit card charges	186.62
Total 5250 Bank Fees	187.02
5449 Contract Services	
5450 Administration Services (Sea to Sky)	5,768.75
5460 Accounting & Bookkeeping Fees	2,061.84
5462 GoDaddy	66.46
5465 Mailchimp	174.06
5468 Zoom	229.94
Total 5449 Contract Services	8,301.05
5520 Office Supplies	111.28
5632 Events Expense	13,575.05
Total Expenses	\$31,465.90
PROFIT	\$ -7,096.65



Canadian Public
Relations Society

Vancouver Society



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Updated by: Angela Shen