

Fall 2007

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THE VOICE OF CPRS OTTAWA/GATINEAU



The Canadian  
Public Relations  
Society, Inc.

## President's Message

By Annie Cuerrier  
President, CPRS Ottawa/Gatineau

Dear fellow CPRS members,

As the busy days of fall are already replacing our more lazy days of summer, I hope you had a chance to take some time off. We are now back in full swing and I'm pleased to update you on the activities underway.

Recently, the CPRS Ottawa/Gatineau board got together to talk about how we can bring even more value to our members. Through this exercise, we put together what we believe to be a great program for the upcoming year.

**Professional development:** Last year, we held a professional development session on social media that drew a big crowd and lots of interest. We will be bringing back another session on this important topic late this fall. We're also planning another social women's event in the spring. Earlier this year, Rosemary Thompson, Deputy Ottawa Bureau Chief for CTV News, was our guest speaker and she candidly shared with us some of her own personal experiences as a reporter for a major news outlet. Her speech resonated strongly with a lot of our members. We're also planning a session on communicating change where specific case studies will be presented.

**Accreditation:** We will continue to encourage our members to obtain their APR (accreditation) and will be providing an information session on the topic in the coming months. There are many reasons why PR professionals should consider going through the accreditation process. Visit CPRS National's website for the Top Ten Reasons to Seek Accreditation ([www.cprs.ca/Accreditation/e\\_topten.htm](http://www.cprs.ca/Accreditation/e_topten.htm)).

**Website:** Recently, 76design took up the challenge of revamping our website. It's now a more interactive site with lots of valuable information that gets posted on a regular basis. I encourage you to drop by and share your thoughts with us at [www.cprsottawa.com](http://www.cprsottawa.com).

We look forward to seeing you in the coming year. And if you have any ideas or comments for us or wish to volunteer some of your time to upcoming initiatives, never hesitate to contact me or any other board member—it's always a pleasure to hear from you. All the best and see you soon!

## Upcoming Fall PD Sessions

### September

Our season opener in September will feature a discussion on the economy and the environment with the new president of the National Round Table on the Environment and the Economy.

### October

In October, Bernard Gauthier, Managing Partner at Delta Media, will talk to us about the firm's \$100,000 Total PR Makeover Competition. This contest was launched last year as part of Delta Media's 15th anniversary and attracted 40 submissions from not-for-profit organizations. The winner, which was recently announced, will benefit from a full PR overhaul that will include a communications strategy and plan as well as some other communications tools provided by Delta Media, at no cost.

Please check the CPRS Ottawa/Gatineau website for future events at [www.cprsottawa.com](http://www.cprsottawa.com).



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## Snapshot of 2007–2008 CPRS Ottawa/Gatineau Board

We thought you may be interested in knowing a little bit more about the people who are sitting on this year's board. Please refer to the back of this newsletter for their contact information—and feel free to connect with them with your ideas for future PD sessions, thoughts on the *Vox* newsletter, or to discuss any CPRS matters.

**Annie Cuerrier** has worked for the federal government for the past decade. She's held the positions of Chief of Media Relations and Manager, Strategic Policy Sector team in the Communications and Marketing Branch at Industry Canada. She's currently the Director General's Senior Advisor and the CPRS Ottawa/Gatineau President.

**Danielle Côté** is Vice-President of BKT Health Promotion and Communications Inc. She provides public relations and project-management support to a variety of clients in the health care and non-profit sector. Danielle is President-Elect and Chair of Sponsorships.

**Mark Giles** has returned from France and joins the board as Treasurer. He is a senior communications analyst with the Privy Council Office.

**Calline Au** has been working in health-care communications in Ottawa for the past ten years and is a communications officer at the Queensway Carleton Hospital. She has been involved with the CPRS local board since 2000 and currently sits as Secretary.

**Stephen Heckbert**, an account director with Thornley Fallis Communications, is your Past-President, your Membership Chair, and your Government Relations Director for 2007–08.

**Frances McRae**, a senior communications advisor for the Privy Council Office, is the CPRS Student Liaison.

**Robyn Osgood** is a partner at Blueprint Public Relations and the Accreditation Chair.

**Keelan Green**, Vice-President and General Manager of Thornley Fallis and 76design, is responsible for marketing, PR and the CPRS Ottawa website.

**Laurie Murphy** is the Director of Marketing and Communications for the Great Canadian Theatre Company,

now located in its new home at the Irving Greenberg Theatre Centre on Wellington Street at Holland Avenue. She is also a board member-at-large, and the chair of the 2008 CPRS Ottawa/Gatineau Awards Committee.

**Aurélie Walsh**, a senior consultant with Blueprint Public Relations in Ottawa, is your *Vox* editor this year.

**Linda Kristal** is the Director of Communications at the Public Policy Forum. She is responsible for social programs this year.

**Cindy Goldberg**, a communications officer with the House of Commons, will be a member-at-large.

**Mark Salter**, Senior Account Executive with News Canada here in Ottawa, is a member-at-large.

As the Executive Director, **Carmen Marson-Awad** is the local chapter's primary contact for information regarding CPRS and is the office administrator of the chapter's business affairs.



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# Welcome new members!

The CPRS Ottawa/Gatineau board of directors would like to extend a warm welcome to the newest members of our chapter. We invite all of you to join us at our professional development events throughout the year. See you there!

Tim Fisher, Environment Canada

Chris Forrest, Canadian 4-H Council

Linda L. Kristal, Public Policy Forum

Brooke Humphrey, Consultant

Bob LeDrew, Canadian Council  
on Learning

Marie Mould, CNW Group

Rosemary Pitfield, Canadian Centre  
for Ethics in Sport

Christian Vezeau, Bank of Canada



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# CPRS Ottawa/Gatineau 2007–2008 Board of Directors

Feel free to contact any of our board members with your ideas, thoughts or offers to help out!

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