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Ben Chin – From Journalist to Corporate Communicator



Veteran journalist and corporate communicator, Ben Chin was the keynote speaker at the Chapter's AGM on May 26th.

Ben Chin, Vice-President of Communications at Ontario Power Authority, was the guest speaker at the May 26th CPRS Toronto Annual General Meeting at the Metropolitan Hotel. Drawing on his diverse experiences as a broadcast journalist, political advisor in public relations and communications executive, Ben shared his thoughts about strategic communications and public engagement.

Reflecting on his transition from journalist to corporate communicator, Ben said, "As a journalist, I saw my role as 'truth seeker' and saw PR people as 'gatekeepers' – obstacles to the real story," said Chin. "I never credited public relations people for their help. I equated public relations with making black sound white and the 'art and trickery' of communications."

He realized he had been using the wrong model. He thinks the relationship needs to be much more collaborative. "I realized both have a role in telling the story," explained Chin.

With over 20 years in communications, Chin has watched how story telling has changed. "Social media is changing how we do business," he asserted. "News media is changing. It's the tools, however, that are changing, not the information." He predicts that when the dust settles and social media lands, there will be a "whole new juxtaposition of products at our disposal."

"If I could go back, I would work on building relationships and not overlook opportunities," he said. His organization is experimenting with social media tools to help build relationships. For example, Chin said Facebook can be used to promote special events and activities. "We can post a notice saying that we're going to be at a particular venue and invite people to come out."

Chin concedes traditional media is declining and there is more of a focus on "entertainment." But that doesn't mean that the audience doesn't care about news. "More people are turning to the news more often during the day," asserted Chin. There is also more customization of how people get news. "I would say there isn't a decline in interest, but rather a decline in traditional news." We need to strive to give answers in a compelling way. How can we make it more compelling? Tell the truth. Said Chin, "Always lead with the truth."

Toronto Members Recognized at National Conference



Thelma Hatzis of Toronto Hydro accepts the Gold Award in the Special Events category for the campaign "Take a Load off Toronto" from Ron Welch of CP Images who sponsored the award category.

At the Annual National Conference in Vancouver, several Toronto CPRS members were recognized for outstanding work among their peers. The Awards of Excellence recognize outstanding achievement in a comprehensive public relations project or program.

Thelma Hatzis, Toronto Hydro-Electric System Ltd., received a number of honours. She won a gold award in the Special Events category; a silver award in the Media Relations category for campaigns conducted by a private sector corporation; and a silver award in the Issues/Crisis Management category for the "Take a Load off Toronto" program.

Toronto members swept the Media Relations category for campaigns conducted by an agency for a client. Gold was won by Bruce MacLellan APR, FCPRS, Environics Communications Inc., for the "Pronamel 2008: Be Acid Aware!" campaign. Silver was won by Alison George, Argyle Communications, for "Recipe for Success: Edible Holiday Gifts from the Peanut Bureau of Canada," while Pat McNamara APR, FCPRS, APEX Public Relations, won the bronze for "Nintendo Wii Fit Media 'Wiiations.'" Pat also won a gold award in the Writing category for the "Address to the Calgary Chamber of Commerce."

Bruce also won a silver award in the Special Events category for "The passion behind pawsway: Launching Canada's First Pet Discovery Centre."

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Maureen Shaughnessy Kitts Awarded Life Member

Lawrence Stevenson, APR presented Maureen Shaughnessy Kitts, APR, FCPRS, with a Lifetime membership for her outstanding contribution to the advancement of the society in particular and to public relations in general at the recent AGM. Please see a profile on Maureen by Sheila Corriveau on page three.



President's Message:

Summer 2009

By Martin Waxman



I had the opportunity to take part in a panel with Joseph Thornley and Daniel Tisch on what it's like to work in an agency, at the 2009 CPRS national conference in Vancouver. And no, it's not all 15 hour days.

That got me thinking about the economy, the realities of agency life and where PR seems to be heading. Are agencies changing? What about the industry as a whole? I have some ideas (fodder for another message or blog post I suppose), but it feels as if we're moving in a new direction, as we adapt to the social media landscape.

This ethos was evident in the conference programming, with sessions and keynotes devoted to social media, students' live-blogging events and the Twitter stream.

Yet as we evolve and continue to innovate, it's equally important that we celebrate our accomplishments and learn from our past.

2009 was CPRS Toronto's 60th anniversary and we commemorated the occasion with a special event in June (you can see some photos

on the back page). I had the privilege of introducing a group of our past presidents, who shared their moving, funny and honest stories about their life in PR and our organization. And I want to thank them for all their work and commitment to the industry and for making it such a memorable celebration.

As we begin 2009-10, I believe we have another talented board and, with your input and help, we're looking forward to another great year of CPRS Toronto programs, networking and community.

This is the second edition of our newsletter that's being produced and distributed in a more eco-friendly digital format. We're still printing copies on demand and sending to any members who request it. As the newsletter continues to evolve, we look forward to your comments and ideas. Special thanks to Mary Jane Martin and her committee for all their work.

And while we're at it, a big thank you to all our volunteers.

Enjoy the rest of the summer. See you in the fall.

Your Board is...

The 2009-2010 CPRS Toronto Board of Directors was elected at the Annual General Meeting (AGM) in May. Your Board is:

Andrew Berthoff, APR (*Volunteers*)

Reena Dar (*ACE Awards*)

Christine Edwardson (*Secretary*)

Kristian Foster (*Students & Mentoring*)

Donna Kell, APR (*Treasurer*)

Matthew Kofsky (*Student Representative*)

Lisa Caroline Leung (*Internet/Intranet*)

Patricia MacNeil (*Marketing & Promotions*)

Maryjane Martin, APR (*Member Communications*)

Lindsay Peterson

(*1st VP & Membership*)

Vincent Power, APR

(*2nd VP & Accreditation*)

Ian Ross, APR (*Sponsorship*)

Jenny Shin

(*Professional Development*)

Lawrence Stevenson, APR (*Past President & CEO Award*)

Martin Waxman, APR (*President*)



In the photo: back row: Maryjane Martin, APR, Andrew Berthoff, APR, Vince Power, APR, Lisa Caroline Leung, Matthew Kofsky, Kristian Foster, Lindsay Peterson, Jenny Shin, Patricia MacNeil and Christine Edwardson.

Front row: Donna Kell, APR, Laura Ballantyne (Student Rep 2008-09), Ian Ross, APR, Martin Waxman, APR, Lois Marsh (Administrator), and Lawrence Stevenson, APR.

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Senior Communicator Profile – Maureen Shaughnessy Kitts, APR

By Sheila Corriveau



It is easy to see why Maureen Shaughnessy Kitts, APR, Fellow and National CPRS Shield of Public Service Recipient, was honoured with the Chapter's Life Award at the CPRS AGM in June 2009.

For close to four decades, she has held progressive communications positions with Barry Beloff & Associates, Royal York Hotel, City of Toronto, and her own consulting firm, but she is most recognized for her role while at McDonald's Restaurants of Canada for almost 20 years.

Since 2003, Shaughnessy Kitts has managed her own successful consultancy, Shaughnessy Kitts Communications. However, she still finds time to dedicate to the communications industry and non-profit sector as a board member to the Princess Margaret Hospital Foundation, Canadian Journalism Foundation, and YWCA of Greater Toronto. As well, she advises or sits on a number of committees, including Rick Hansen Wheels In Motion, Ronald McDonald House Toronto and ABC Literacy Foundation, to name a few.

For Shaughnessy Kitts, CPRS has been the barometer of her growth and accountability throughout her communications career. She believes that as PR professionals we are so focused on the "moment and on our deliverables" that we rarely question: "How would this task, or what I have done this past year, be assessed by my communications peers?"

Corriveau: What is a key milestone for you as a long-time CPRS Toronto member?

Shaughnessy Kitts: My CPRS accreditation was a discipline of self-assessment, by evaluating the diverse communications functions, contributions and growth I had achieved to a point – the critical choice of presenting what you consider your best practices, then defending them in front of peers through the year-long accreditation process, was a huge personal accomplishment.

As a CPRS member, our Society's principles became the underpinning on how I would approach tremendous opportunities and help me deal with some difficult challenges that I hope you will never have to encounter. The fundamentals of our profession and the ethics of best practices of our Society were the cornerstone to each and every outcome.

Corriveau: What is a great CPRS memory?

Shaughnessy Kitts: I was never more surprised than when I was invited to apply for consideration to become a potential Fellow. How would I possibly identify and define a body of work that could qualify me for such an honour? Thanks to CPRS, this opportunity would become the pinnacle of my career. An opportunity to challenge myself to reflect on so many great moments, tough challenges, reminisce and acknowledge the countless mentors, team members, agencies and suppliers who were so invaluable to my perceived accomplishments. It is "they" with whom I share the Fellow designation.

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Doris Whiteside Award Winners Announced

The annual Doris Whiteside Award was presented to Andrea Sluga from Centennial College and Jason Scull from Seneca College at the recent CPRS Toronto Annual General Meeting. "CPRS Toronto established this award in memory of Doris's contribution and commitment to raising the profile and status of public relations," explained Kristian Foster, Students & Mentoring Chair. "Jason and Andrea were chosen by their faculty and the CPRS Board for their academic excellence and community involvement."



Andrea Sluga from Centennial College and Jason Scull from Seneca College are this year's recipients of the Doris Whiteside Award. Seen here: Andrea receives her award from Centennial College professor, Christine Smith and Jason receives his award from Seneca College professor Jeff Roach.



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Student Volunteers

By Laura Ballantyne



The Canadian Public Relations Society Toronto offers student volunteers the opportunity to create and participate in

meaningful activities throughout the year. As part of the volunteer team, students have the opportunity to create relationships, build their portfolios and engage in valuable networking. For a student looking to get involved with CPRS there are five options to choose from: the Student Steering Committee; class representative; event volunteer; the Student Chapter Initiative; and the Mentorship Program. Each option ensures that there is a perfect fit for everyone, even the most time deficient student.

The Student Steering Committee is ideal for public relations students who are looking to develop their skills and gain hands-on experience. The SSC plans and executes several student professional development events during the school year, such as Passport to PR and 360 Degrees: All Things Connected. Volunteers can hone their skills as a member of one of the various sub-committees: Venue and Catering; Sponsorships and Donations; Speakers and Sessions; Social Networking; Logistics; Publicity; and Media and Membership Communications. Humber College public relations student Cailey Clow

reflects on her volunteer work with the SSC: "As the logistics chair for the CPRS Student Steering Committee, I learned a lot about both teamwork and leadership. The skills I learned through volunteering with CPRS are easily transferable into my professional life as well." SSC meetings are held in downtown Toronto once a month and impromptu meetings are held as needed.

Class representatives play a key role in the flow of communication within CPRS Toronto. It is the responsibility of the class representative to promote student membership and spread the word about the society and its upcoming student professional development events. The class representatives work closely with the Membership Communications team on the Student Steering Committee. "Volunteering as a class representative was a great opportunity for me to learn more about CPRS and interact with other aspiring PR professionals. I was able to provide my classmates with professional development opportunities, which they found really helpful," says Shereen Mir about her time as a Seneca College representative. Class representative meetings are held monthly in Toronto or online using chat room services.

For students with busy schedules, event volunteering is ideal. Event volunteering provides the opportunity to meet and mingle with a diverse group of students



Members of the Student Volunteer committee are: Front row (L-R) Mehvish Rizvi, June Too, Laura Ballantyne, Julia Scenna, Steph Hodssoll, Masroora Haque.

Second row (L-R) Shereen Mir, Matthew Kofsky, Lizanor Barrera, Cailey Clow, Amanda Woodtke, Lindsay Singer, Sarah Bannoff, Christina Meguerian

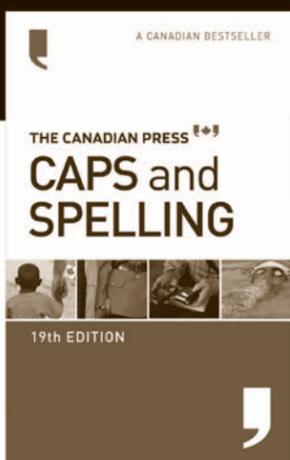
and PR professionals from across the GTA. Volunteers can lend their time at any of the CPRS Toronto events throughout the year.

Originally created as a pilot program for the 2008-2009 school year, the CPRS Toronto student chapter initiative gives students an opportunity to create a CPRS chapter within their school. For students who could not otherwise be involved in general CPRS Toronto activities, student chapters provide the chance to participate on campus. The initiative is still in its initial stages; if you are interested in learning more about this project or being one of your school's leaders, please contact your program coordinator.

Each year, CPRS Toronto matches junior practitioners and students with senior public relations professionals in the GTA through its Mentorship Program. This program provides students and new professionals the chance to develop a professional relationship with a seasoned public relations practitioner. Sharing insights, discussing industry trends and making contacts are just a few ways both the mentor and the protégé benefit from the partnership. To become a part of the CPRS Toronto Mentorship Program please contact the Students and Mentoring chair at mentorship@cprstoronto.com.

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The must-have book of every PR pro



Do you login or log in? Wear a hoodie or hoody? Text message to a smartphone or textmessage to a smart phone? Check *The Canadian Press Caps and Spelling* for all the answers.

This recently published 19th edition is a must-have for every CPRS member, including hundreds of additions and changes to its alphabetical list of the most troublesome words and names.

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THE CANADIAN PRESS

Book Review

DEVELOPING SUCCESSFUL SPORT SPONSORSHIP PLANS (THIRD EDITION)



Excerpt: "This workbook examines the topic (of sport sponsorship) from the perspective of the sponsored property, rather than as a marketing topic. It provides an overview of the theoretical underpinnings of the topic, followed by examples from actual sport sponsorships.

The intent of this book is simple: to provide a workbook that assists individuals in creating a sponsorship proposal through well-defined, industry-proven protocol. A sequential process is provided to build a quality sponsorship proposal that ensures success."

Author: David K. Stotlar, Ed.D., Professor, Sport Management, School of Sport & Exercise Science, University of Northern Colorado

Why this book: As someone who was involved in auto racing for many years, I learned a long time ago that sports sponsorship is the grand-daddy of all sponsorship programs. Not only do sports sponsorships command the greatest investment, they also offer the greatest lessons. You can fast track your education by investing in this book. It provides a powerful template by which to write winning sports sponsorship proposals. Set up as a workbook this latest edition is rich with details from recent programs (all American based). Targeted worksheets are designed to assist anyone, from individual athlete to professional team, in attaining sponsorship.

Recommended by: Lynn Fenske, PR writer & editor

Availability: Trade paperback (\$41.95). Check online retailers for recently published 3rd edition.

Senior Communicator Profile

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Corriveau: What disappointment did you learn from in your career?

Shaughnessy Kitts: Disappointment has been my greatest gift. I am so glad this is one of the questions asked. In 1993, I had never worked harder on day-to-day priorities, and then was asked to project manage former President Gorbachev's visit to Canada, followed by the opening of the second McDonald's Restaurant in Russia which attracted more than 300 international and Russian journalists. Within 24 hours of the opening, I had to coordinate the unexpected visit to the restaurant by Russian President Boris Yelstin. The same media followed, but this time I was challenged to negotiate international pool feed needs for all the media with Kremlin security and the President's media relations team, without the support of PR staff or an agency.

Shortly after returning to Canada, we were an integral part of opening a new Ronald McDonald House in Toronto. That year, many McDonald's employees said that I was a shoe-in for a very meaningful internal award. For whatever reason, the recognition did not happen.

By then I was emotionally spent. I had nothing else to give, having sacrificed holidays, family, friendships and volunteerism for what? I had to confront the reality that I had lost sight of what was important to me. The outcome? I continued to relish new challenges and reinforced my commitment at work, but most importantly, I learned to measure my professional success with very different metrics – ones that would never again compromise family, friendships and community. I received the greatest of gifts – I found myself. And, years later, when I least expected it, that "lost" award came my way.

Corriveau: What is your proudest accomplishment in your career?

Shaughnessy Kitts: I could list the repatriation of our Canadian Constitution on Parliament Hill or the opening of the first McDonald's Restaurant in Russia, but I would have to say the "high" of seeing the success of individuals that I have mentored and most certainly, the recognition by my peers when I was awarded the CPRS Fellowship designation.

Corriveau: What has been the single biggest impact on our profession?

Shaughnessy Kitts: The Internet as a communications medium. Our practice changed forever. News was being transmitted globally. Good news, challenging news and critical commentary, in real time, about our brand. Others were reading about it, media outlets were creating storylines and wanting our comment, before we even knew about the situation.

Corriveau: Why should CPRS members volunteer?

Shaughnessy Kitts: I don't think there is a single more rewarding aspect of our lives, beyond family and friends, than the ability to personally contribute to others, our community and society. When I mentor young people, I encourage them to join communications committees of a local not-for-profit. They quickly learn about the need within their community, and how they can contribute, while being exposed to the many disciplines of our profession. The needs are endless and the rewards beyond measurement.

Corriveau: Who do you admire and why?

Shaughnessy Kitts: Rick Hansen, who I have had the privilege of knowing since 1985. Rick epitomizes an individual who lives each day with a commitment to make a difference in the lives of others. He constantly challenges himself as a husband and parent and as a role model, to evaluate his goals and how he can build on his successes to impact society in new and more meaningful ways. A rare individual who is recognized the world over for his leadership and his contributions to others.

Corriveau: What is your advice for new communicators?

Shaughnessy Kitts: 1) Never lose your curiosity, be passionate about the profession and never stop growing and learning; 2) Never compromise yourself. If you know it is not right, have the courage and conviction to challenge your superiors and clearly explain why; 3) Always remember to say thank you to every supplier and every department and team that has supported your communications goal.

Corriveau: What is the best advice someone has given you in your career?

Shaughnessy Kitts: It is a famous saying by McDonald's founder Ray Kroc: "When you're green you are growing, when you're ripe, you rot." That says it all!

The Lifeblood of CPRS Toronto Our Volunteers

"Volunteers play an important role with CPRS Toronto," said Andrew Berthoff, APR, Volunteer Committee Chair at the CPRS Toronto AGM in May. "The spirit of committing time and talent to the organization runs through the many committees and programs throughout the year. This passion is evident across all age groups, genders and levels of experience, and it is borne out through the highly successful completion of the Society's numerous projects this past year," he said. Programs such as the ACE Awards, networking and professional development events, the CEO Award – to name a few, could not be accomplished without the support of volunteers.

Volunteering with CPRS Toronto is not only a fulfilling responsibility for tested practitioners but, perhaps more importantly, also provides important experience for those who are just starting their career in public relations. "More than 60 people provided vital assistance to the organization's numerous committees," explained Andrew. "The majority of volunteers were member and non-member students."

The volunteers were recognized at the Annual General Meeting in May and again at the 60th Anniversary Party in June.

Toronto Members Recognized at National Conference

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In the Communications Management category, Greg Power, Cossette Communication Inc./Optimum PR, won a silver award for the "Metro Ontario Inc. Banner Conversion" program.

Two members won awards in the Marketing Communications category: Carol Panasiuk APR, Cohn & Wolfe, won a gold award for the "Crock-On: Revitalizing the Crock-Pot brand" and Marion MacKenzie APR, GCI Group, won a bronze for "3M Command 'Save the Walls' University Campus Tour."

Olivia S. Yu, Environics Communications Inc., won a gold award for her community relations program, "Canada's Top Teen Philanthropist."

In the Advocacy and Social Marketing category, Lisa Kimmel, Edelman Public Relations, won a bronze award for "FilterForGood: A mutual social responsibility initiative."

Tracey Bochner APR, Paradigm Public Relations Inc., won gold in the Electronic and Interactive category for the program "A savvy way to talk about travel insurance: the creation of Savvy Traveller.ca."

In addition, two major CPRS awards were given to Toronto members: the CPRS Shield of Public Service was awarded to Bart Mindszenty APR, FCPRS L.M and the CPRS Lamp of Service was presented to Sarah K. Jones APR, FCPRS.

Student Volunteers

continued from page 4...

CPRS provides students with a plethora of resources to advance their knowledge and help them excel in their field. Volunteering with CPRS can provide students and young professionals with an extremely rewarding experience, and allow them to reap the benefits their association has to offer.

To join the CPRS Student Volunteer Team, or for more information, please send your résumé and cover letter to Matthew Kofsky, Student Representative, CPRS Toronto Board of Directors at cprsstudents@yahoo.ca.

Laura Ballantyne was the CPRS Toronto Student Representative for 2008 to 2009 and a class representative for Humber third-year students, where she recently completed her three-year advanced public relations diploma.

Sheila Corriveau is a partner in AgencyLink Inc. (www.agencylink.ca). The marketing consultancy conducts agency searches, consults and delivers workshops to improve client-agency relationships and performance. She can be reached at sheila@agencylink.ca.

AVW-TELAV Takes CPRS Toronto to the Next Level

By Lizanor Barrera

Whether it's recognizing leaders in the public relations community, providing helpful career development presentations or offering outstanding networking opportunities, CPRS Toronto consistently delivers high quality events for our members. And we owe a great deal of our event planning and implementation success to our sponsorship relationship with AVW-TELAV.

AVW-TELAV is a full-service audiovisual resource for corporate events, exhibit programs, trade shows and conventions of all sizes in Canada and the United States. Since 2004, AVW-TELAV has been a proud sponsor of CPRS Toronto and has provided free audiovisual and staging support for our monthly meetings, the CEO Award of Excellence in Public Relations luncheon and the ACE Awards.

"AVW-TELAV helps us put our best foot forward during our events," says John Challinor, 2007-2009 chair of sponsorship, CPRS Toronto. "They give

us a level of professionalism, which makes quite an impression on our members, potential members and media who attend."

Participants of CPRS Toronto presentations experience the most technologically-innovative and equipment-savvy event solutions currently available. Courtesy of AVW-TELAV, attendees learn what is cutting-edge in the industry and how they can make their own events better.

"Praxis has noticed that CPRS events are always supported by top-notch staging and A/V," says Maureen Juniper, partner, PraxisPR. "All of us in communications understand the importance of supporting the message with strong visual cues to engage the audience. AVW-TELAV has made CPRS events memorable and a pleasure to watch."

Sponsoring CPRS Toronto is equally beneficial to AVW-TELAV. They are given a platform to showcase their

capabilities in front of the Toronto communications community, the ability to thank current clients who are members of CPRS Toronto and the chance to attract future clients. In addition, the CPRS Toronto sponsorship provides AVW-TELAV with invaluable networking opportunities. This includes meeting clients face-to-face during events, free advertising on the CPRS Toronto website, features in the quarterly newsletter and the ability to send email blasts to the CPRS Toronto distribution list.

"We definitely see this more as a partnership, rather than a sponsorship," says Tammy Carey, account executive, AVW-TELAV. "Every time we work on a CPRS Toronto activity, it has to be of the same quality that we provide our clients - if not more."

The ACE Awards serve as the best example of what AVW-TELAV can do. A lot of collaboration is required between CPRS Toronto and AVW-TELAV to ensure the annual awards program

is a spectacular evening. Planning sessions often run from 6 p.m. to 10 p.m.

"Quite frankly, Tammy is always coming forward with new ideas," says Challinor. "She knows a lot of people in the industry and keeps us current."

The main priority of AVW-TELAV is to make sure they always come out with the best they have, regardless of the size of the project. "People sometimes see us as a large company or press company," said Carey. "But we are here for the PR society and no event is 'too small' or 'too big.'"

To learn more about AVW-TELAV, please visit <http://www.avwtelav.com/>.

Lizanor Barrera is a communications specialist for a telecommunications company. Contact Liz at lizanor.barrera@gmail.com.

Next issue, a feature on platinum sponsor, Marketwire.

Sponsors Recognized at 60th Anniversary Party

On June 11th, CPRS Toronto celebrated its 60th anniversary at the M Lounge. Past presidents from the 50s to the present were on hand to reminisce about the Chapter's history and to recognize our volunteers and generous sponsors for their continued and much-valued support of CPRS Toronto. Mark LaVigne (past president 2002 - 2004) and his band, the Coyotes, provided the music.



◀ Marketwire, was recognized for its outstanding platinum contribution. David Rowney, APR (President of CPRS Toronto 1998-1999) presented trophy to Lisa Davis.

▶ Tammy Carey accepted trophy for silver sponsor AVW Tel-AV from Barbara Sheffield, APR, FCPRS (President of CPRS Toronto 1983-84).



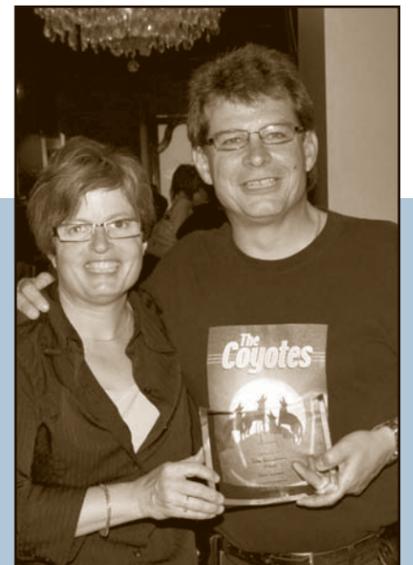
▲ David Chamberlain, APR (President of CPRS Toronto from 1975-76) presented trophy to David Millikin, of gold sponsor, CNW.



▲ Ben Viccari, APR, MIPR (1958-59, 1960-61) presented trophy to gold sponsor, Cision's Ernie de Wal.



▲ Kristian Foster, representing bronze sponsor, News Canada, accepted trophy from Nicholas Volk, APR (President from 1978-79).



▲ Stephanie Lake, CP Images, accepted trophy on behalf of silver sponsor, the Canadian Press from Mark LaVigne (CPRS Toronto President 2002-2004).

Other awards went to:

Tag Watson, APR, (President 1985-86) presented trophy to silver sponsor, FP Infomart.

Blair Peberdy, of bronze sponsor Toronto Hydro, received trophy from Lesley Spencer, APR, Honorary Life Member (President of CPRS Toronto from 1990-91).

Leger Marketing, was recognized for their continued support by Dana Dean, APR (President of CPRS Toronto 1999-2000).

newperspective

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Editorial Team: Lizanor Barrera, Patricia Tallidis, Kristen Marano, Laura Ballantyne, Christie Adams, Lynn Flecke and Sheila Corriveau.

Maryjane Martin, APR, Editor

Your contributions are welcome. Contact Maryjane Martin, APR at mjmartin@primus.ca.

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