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## Highlights from CPRS Toronto's AGM

Seven Toronto members were recognized for attaining their accreditation (APR) this year. They were: Natalie Bovair, APR; Mark Dottori, APR; Julie Lepsetz, APR; Lindsay Peterson, APR; Liz Netto, APR; Jeffrey Rohrer, APR; and Andrew Wagar, APR.

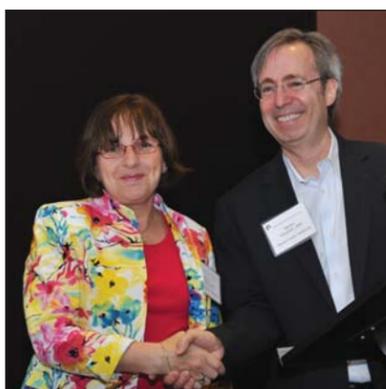
For more than 30 years as members and their sizable contributions to the Society, five members were awarded "life memberships." They were: Howard Brown APR; Faye Clack APR; Marjie S. Cohn Zacks APR; Janet M. Bendon Fabri APR; and Blair Peberdy APR.



Mark Dottori, Lindsay Peterson, Julie Lepsetz, Liz Netto, Andrew Wagar, with CPRS Toronto 1st Vice President, Vince Power, APR



CPRS Toronto President, Martin Waxman, APR with life member Janet Fabri, APR



Life member Marjie Cohn, APR



Life member Howard Brown, APR

Five Toronto members were recognized as Fellows of the Canadian Public Relations Society. They were: Al Czarnecki APR, FCPRS; Daniel Tisch APR, FCPRS; Bruce R. Stock APR, FCPRS; Mark Hunter LaVigne, APR, FCPRS; Tony Iavarone, APR, FCPRS.



Bart Mindszenty, APR, FCPRS, Presiding Officer, CPRS College of Fellows with CPRS Fellow, Bruce Stock, APR

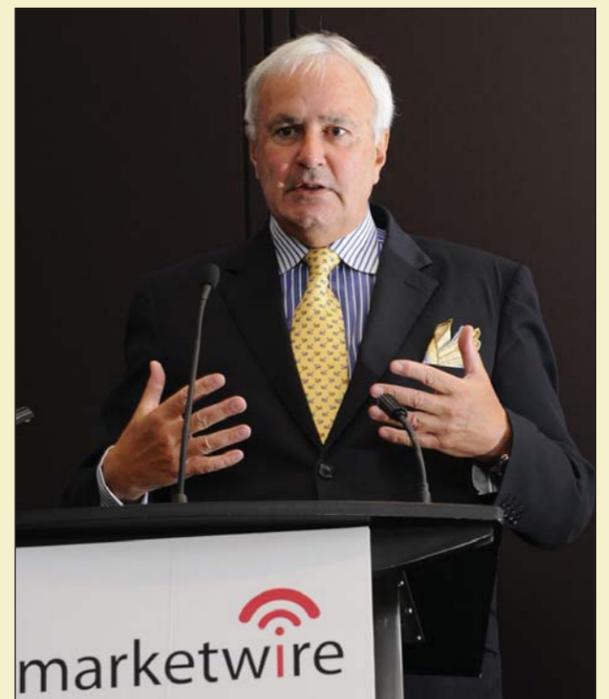


CPRS Fellow Daniel Tisch, APR



CPRS Fellow Al Czarnecki, APR

## Communication Key to Winning 2015 Pan American Games Bid



David Peterson, guest speaker at CPRS Toronto AGM

The Honourable David Peterson, Chairman, Cassels Brock & Blackwell LLP and Chair of the successful Toronto 2015 Pan/Parapan American Games Bid, was the featured guest speaker at this year's Annual General Meeting. As a former Ontario Premier, Chancellor of University of Toronto, senior law partner and founding chairman of the Toronto Raptors, Peterson was the ideal person to lead the Toronto bid team.

"There were many reasons why we felt the Pan/Parapan American Games would be good for Toronto and the surrounding GTA," explained Peterson. "We had lost two Olympic bids, the World's Fair, and two Commonwealth bids. We thought hosting the Pan/Parapan Games would restore our city's confidence. There would be increased tourism and new facilities for future generations to enjoy. And finally, when you have a deadline like July 2015, things get done – they have to."

Peterson has long practiced the art of communicating to win votes and build public and stakeholder confidence. His communication skills were put to the test for over a year as the bid team lobbied the 42-person evaluation team during the various stages of the bidding process.

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## President's Message:

# Working to Make CPRS Toronto more Relevant for our Members

By Martin Waxman, APR



I went to see Scott Pilgrim Vs. the World recently – a fun and entertaining movie where Toronto gets to play Toronto and all those places we know and love are referred to by their actual names. I say this because even though it's still summer, we were treated to trailers for upcoming holiday movies and I realized how soon fall will be here and with it another year of CPRS Toronto programming.

It goes without saying that great programming is integral to our organization. It's what engages and differentiates us. And it's a subject that was front and centre at the Presidents' Council meeting at the June CPRS national conference in Regina.

It seems like CPRS societies across the country are grappling with the same things: how to be relevant to our members (and hopefully build our memberships), provide valuable programs and events, be informative, educational and yes, fun.

In other words, what can we do to make you want to become more active in CPRS Toronto, volunteer for a committee and encourage your friends/colleagues to join up?

I think the key lies in the way we communicate with each other (we are, after all, communicators, so this should come naturally). By that I mean are we listening to you and offering the types of events that help you become a better practitioner and expand your network.

So with that in mind, I want to ask each of you reading this newsletter to take a few moments and send me or any of the board members a quick note with your answer to these questions: What are you looking for in CPRS programs? And what would it take to make the organization more important to you?

Would you like to see additional events on social media, collaborative evenings with other communications/marketing organizations, events geared to senior practitioners, networking, internal communications, media relations... In many ways we have an open book to continue to evolve CPRS Toronto into the organization we all want it to be.

We look forward to hearing from you.

Hope you had a wonderful summer and that we'll see you often in the fall!



# Veteran Communicator Marjie Zacks, APR Still Learning Every Day

By Christine Smith



At June's Annual General Meeting, Marjie Zacks, APR was one of five CPRS Toronto members to earn her life membership. Below, Marjie

reflects on her career and shares the experience and wisdom she's gathered along the way.

## Career Path

Marjie began her career at Queen's Park as a community relations assistant to then Ontario Liberal Leader Stuart Smith. Next, she joined the Association of Community Living and then worked a few years with Holiday Inn. She did a brief stint with a small consulting firm and then decided to set up her own firm. "I was actually consulting with only seven years under my belt. What on earth was I doing?" As a sole practitioner, she landed some plum clients. "I got to launch the Obus Forme back support and helped open Sheraton Parkway Hotel." She then joined American Express, doing corporate sponsorship (which later evolved into Front of the Line).

Around 1992, she began working at St. Michael's Hospital to assist with its Centennial Year celebration. While there, Marjie helped launch a breakfast program – one of the early ones in Toronto. "This was really exciting for me." After St. Michael's, she became director of public relations and community affairs at Wellesley Hospital. "I was part of a team that brought the first urban health bus to Toronto." Her next career move was with Community Foundations of Canada on the Our Millennium project, where she worked with a dedicated team, including Peter Aykroyd

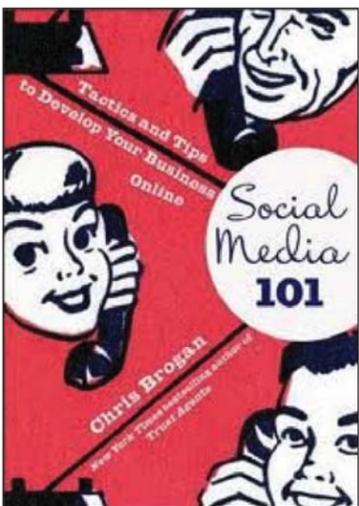
(actor Dan's father). "The idea was to inspire Canadians to give a gift of time, energy or money to leave a lasting legacy to their communities to mark the transition to the new millennium. I got to work with volunteers all across the country, with sponsors, and with Deputy Prime Minister Herb Gray, who headed up the government's millennium efforts. It was exciting – engaging 4.6 million Canadians in projects they chose for their legacies, be they health related, environmental, historical, sports related.... It was all about building social capital."

Following her time with Our Millennium, Marjie moved to the Canadian Breast Cancer Foundation. "It was an increasingly important health issue, very much on the public's radar, and I got to explain brilliant research in language ordinary people could understand. We did some really cool things when I was there – for example, a research symposium to highlight the excellent research the CBCF funded."

After the Canadian Breast Cancer Foundation, Marjie took time out to complete her Master's Degree in Adult Education (through Central Michigan University). For the past four years, Marjie has been the National Director, Communications and Marketing for Parkinson Society Canada. "I enjoy my work at Parkinson's. The team is incredibly dedicated. It's a real partnership between staff, researchers, donors and those with Parkinson's and their families." She likes working in health-related not-for-profits. "When you work in health care, you work in hopeful environments. You're surrounded by people who have hope."

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## Book Review



### SOCIAL MEDIA 101

*Tactics and Tips to Develop Your Business Online*

**Excerpt:** "Conversations require people, and the purpose of social media is to empower and enable conversations digitally. Blogging, podcasting, video blogging, and all the various social networks we use are all geared toward one thing: giving us a way to reach out and connect."

**Authors:** Chris Brogan ([www.chrisbrogan.com](http://www.chrisbrogan.com))

**Why this book:** Social media expert and prolific blogger Chris Brogan offers the best practices for maximizing social networking marketing efforts.

Tips and tactics include how to cultivate profitable online relationships, develop a strong personal brand online and build a community following your product or service.

**Recommended by:** Lynn Fenske, freelance PR writer & journalist ([www.lynnfenske.com](http://www.lynnfenske.com))

**Availability:** Hardcover book is available at bookstores and online from \$18.44 CDN.

# Profile on CNW Group

By Maryjane Martin, APR



CNW team celebrating the launch of Access CNW/MediaVantage integration



For more than 40 years, Canada Newswire (CNW) has sponsored a number of key professional development and award programs of CPRS Toronto. This long-term relationship has not only allowed CPRS to make these programs

available to our members, but has also resulted in making CNW more aware of public relations practitioners' needs in ensuring the delivery of our communication messages.

This year, CNW Group celebrates 50 years of connecting organizations to relevant news and information consumers. "This applies as much in today's environment as it did 50 years ago," asserts Carolyn McGill-Davidson, CNW's President and CEO. And while their mission hasn't changed, how they accomplish it has evolved in the new media age. "Messages are no longer static," acknowledges McGill-Davidson. Now, "rather than just using plain text in your news release, graphics, audio and video can be included. All ideal for the web."

Through a number of technical advances and acquisitions of technology companies over the past several months, CNW now offers its clients integrated services that support the complete communications lifecycle: from content creation to distribution; monitoring to reporting.

"We have long envisioned a set of tools for PR and IR professionals – and increasingly small businesses who might not have acquired traditional media coverage – that allows them to create a multi-media release with video, text and graphics – all in a collaborative environment," says McGill-Davidson. "After the content is created, with help from our domain experts, they can choose the right audience (both traditional media and social) and distribute this multi-media message. And they can use the appropriate distribution method, whether it is via an html feed or a mobile device."

Since the web is such a collaborative environment, with everybody sharing, commenting on, or reacting to our information, listening to how your message is being received has never been so important. That is why CNW's acquisition of dna13 in April has been invaluable. "We had partnered with dna13 for more than five years and since then, we have marketed



Carolyn McGill-Davidson, President & CEO, CNW Group

their online global communications management and media monitoring service as MediaVantage," explains McGill-Davidson.

MediaVantage is a powerful search engine that monitors all forms of traditional media, social media and online sources for specified search terms related to an ongoing campaign or issue. In addition, easy-to-use measurement features and easy-to-share reports provide executives with usable business intelligence and insight into brand reputation.

In July, CNW integrated MediaVantage with Access CNW, the secure web portal used by CNW clients to distribute news releases and book CNW services. "CNW is the first newswire provider in North America to offer media monitoring on the same platform as news release distribution," asserts McGill-Davidson. "It is a convenient pairing that makes absolute sense."

CNW will continue to evolve. "We are becoming more and more a technology company," says McGill-Davidson. "An additional benefit of our acquisition of dna13 was their client list. We now work with global companies such as Walt Disney and Rio Tinto Alcan. They provide us with incredible insights and opportunities that we can explore. I am very excited about our future."

## Winning 2015 Pan American Games Bid

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He cites building personal relationships as crucial. "Every week we would write a personal note – either in Spanish, Portuguese, French or English – to each evaluation team member updating them on information about our bid. The entire team came up to Toronto last summer and it was our job to show them the energy and passion of Toronto," said Peterson.

Also important was organization – nothing could be left to chance. "We produced a detailed 245 page bid book that included everything imaginable – timetables for events, descriptions of all the venues, transportation routes – everything," explained Peterson.

In order to host an event of this size (the Pan/Parapan American Games are larger than the Winter Olympics, with more sports and more venues), co-operation and support from all three levels of government are needed. "Intergovernmental co-operation made this happen," asserted Peterson.

And finally, as with all persuasive communication, they needed to connect with the evaluation team on an emotional level to ensure they actually voted as they said they would. This was accomplished through an inspirational video that was part of their final presentation, just moments before voting was to begin.

"Over the next five years news about the Games will ramp up in a measured way," said Peterson. "The excitement will build slowly. With an estimated 10,000 athletes and officials, 250,000 tourists and 19,000 volunteers, there's no limit to what can be done to get Torontonians engaged."

## New CPRS Toronto Board Elected for 2010-2011

Here is your Board for the coming year:

**President** – Martin Waxman, APR

**1st Vice President** – Vincent Power, APR

**2nd Vice President** – Lindsay Peterson, APR

**Treasurer** – Gerald Crowell

**Secretary** – Christine Edwardson

**Past President** – Lawrence Stevenson, APR

**Accreditation** – Vincent Power, APR

**Membership** – Lindsay Peterson, APR

**Education and Membership Communications** – Maryjane Martin, APR

**Professional Development** – Natalie Bovair, APR

**Sponsorship** – Andrew Wagar, APR

**ACE Awards** – Reena Dar

**Students Representative** – Matthew Ventura

**Internet** – Jess Bennett

**Marketing & Promotions** – Patricia MacNeil

**Volunteers** – Pat Chapman

**Students & Mentoring** – Laura Ballantyne

**Secretariat** – Lois Marsh

Maryjane Martin, APR, principal, MJ Martin & Company. She can be reached at [mjmartin@primus.ca](mailto:mjmartin@primus.ca).

# Take Part in the Future of Public Relations:

## Why getting involved with the CPRS Toronto's ACE Awards is an opportunity students can't miss

By Farah Altoumah



You've probably heard it all before – volunteering is a chance to build contacts, develop new skills and be part of something bigger than yourself. Yet, with such a myriad of volunteer opportunities, it can be overwhelming for a student. We talked to two veteran ACE Awards volunteers to get their perspectives on volunteering and being involved.

Heather Agnew has been an ACE Awards volunteer since 2007. She started off as the Special Projects Co-Chair. Through her involvement with the committee, Heather has met many of her would-be mentors. She has had the opportunity to witness how the public relations and communications campaigns submitted for the ACE Awards use the fundamental principles that she was learning in school. As a student working on the ACE Awards, Heather was able to explore her interest in event planning. "Working on the ACE Awards Gala gave me a chance to apply what I was learning and take the lead on a project," said Agnew, Judging Co-Chair, 2010 ACE Awards.

Being part of the ACE Awards Committee is not the only way to get involved. Many students attend the gala. Miranda Germani started

volunteering on the day of the 2008 ACE Awards. Her involvement in the gala sparked her interest in the behind-the-scenes work, which prompted her to volunteer the following year. "By volunteering I have the satisfaction of knowing I am helping enhance the public relations community," said Germani, Entries Co-Chair, 2010 ACE Awards. "Attending the awards is a chance to meet other industry members and celebrate the outstanding work within Toronto's public relations industry."

The ACE Awards are one of the most prestigious honours in communications and public relations. They are designed to showcase the best public relations campaigns. Every year the awards set a new benchmark within the industry. It's not often that so many talented communications professionals are in one room. For me, being a student volunteer on the ACE Awards committee is an eye-opening experience. The gala culminates months of planning and hard work, done solely by volunteers. From receiving entries to judging and planning the gala, committee members dedicate countless hours into putting the whole picture together. It isn't difficult to see why volunteering on the ACE Awards committee and at the ACE Awards Gala are tremendous opportunities for aspiring players in the field.

Farah Altoumah is a Humber PR Student and ACE Awards Special Projects Co-Chair. Contact her at: [farah.altoumah@gmail.com](mailto:farah.altoumah@gmail.com)

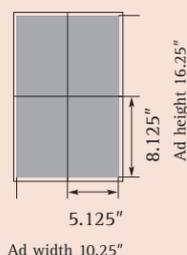
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# Highlights from 2010 ACE Awards

The 2010 CPRS Toronto ACE Awards were held on April 30 at the historic Berkeley Church. More than 300 public relations and communications professionals were in attendance to mix and mingle with the industry's top performers.

This year the ACE Awards incorporated a Mad Men theme and this was seen throughout the venue which included 1960's posters of old ads on the walls, Don Draper's desk near registration and also era-specific dinner music.

It was a night to remember and celebrate the top campaigns from last year and also usher in a new category recognizing firms and organizations that used the ever-evolving tool of social media.

The top winners of the two most coveted awards at the 2010 CPRS Toronto ACE Awards were:

*The Best PR Campaign of the Year* was awarded to Argyle Communications for their campaign Peanuts in Crisis: North America's largest food recall. *The Best Creative PR Campaign of the Year* was awarded to Faye Clack Communications, for their campaign: Avocados from Mexico.

## The 2010 CPRS Leadership Award Winners were:



**PR Student of the Year**  
Geoff Koehler, Humber College,  
with Martin Waxman, APR



**Young PR Professional of the Year**  
Amanda Laird with Martin Waxman,  
APR



**Volunteer of the Year**  
Reena Dar with Master of Ceremonies,  
Carly Heffernan



**PR Professional of the Year**  
Michael Abbass with Miranda Germani

To view a completed list of all of the 2010 CPRS ACE Award winners, please see: [http://www.cprstoronto.com/ace/ace2010\\_winners.aspx](http://www.cprstoronto.com/ace/ace2010_winners.aspx)

# Highlights from CPRS Toronto's AGM

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Centennial College graduate, Paul Falcitelli receives the Doris Whiteside award for academic excellence from Centennial College Program Director, Barry Waite



Jess Bennett, CPRS Toronto Internet Committee Chair, provides an update on the CPRS Toronto website

# Gold and Glory

By Parm Chohan



Winner of Best Creative PR Campaign of the Year was Faye Clack Communications for their campaign "Avocados from Mexico"



"He shoots, he scores!" was a statement that helped kick-off a gold winning victory for Canada only months ago at the Winter Olympics. However, another statement recently used to start a gold-winning celebration was, "...and the winner is..."

This year, the proud winner of the "Best Creative PR Campaign of the Year" was Faye Clack Communications for their campaign Avocados from Mexico and the "Best PR Campaign of the Year" went to Argyle Communications for Peanuts in Crisis.

"The success of this campaign was a direct result of our team's willingness to do whatever it took!" said Danielle D'Agostino, vice president, Faye Clack Communications. The team of six practitioners and trade specialists working on the campaign faced a number of obstacles: the backlash of the Swine Flu outbreak; tourist difficulties in Mexico; and the encouragement for Canadians to 'buy local.'

"Winning an ACE Award provides great PR for agencies," said D'Agostino. "We're so busy creating publicity for our clients that we rarely get to promote our own agency, or make it a priority," she said.

Food was featured in another award-winning campaign – Argyle Communications' rescuing of Peanuts in Crisis. Being faced with the largest food recall in North American history, an intricate crisis management and education program was developed.

"Know your client's business first and then bring creativity to the task of communicating it," said Daniel Tisch, president of Argyle Communications, as words of wisdom to fellow PR practitioners. This crisis management team of seven practitioners in Toronto and Washington did just that.



Martin Waxman, APR presents ACE Award to Winner of Best PR Campaign of the Year, Argyle Communications

Avocados from Mexico created and utilized a brand ambassador, Miss Ava Cado to help promote the fruit from the south and engage consumers. She brought the campaign to life while educating the public on how to select, store and prepare the mouth-watering avocado.

"The ACE Awards allows PR practitioners to benchmark their work against others, share knowledge and best practices for the benefit of the public relations profession," said Tisch. Having won seven awards this year, Tisch conceded, "There's no question there's a wonderful buzz in the office lately."

Parm Chohan was 2010 Co-chair, Special Projects, CPRS Toronto ACE Awards. He can be reached at: [parmsc@yahoo.com](mailto:parmsc@yahoo.com)

# Controlled Madness:

## A Day in the Life of an ACE Awards Volunteer

By Beth Daniher



In September 2009, a committed team of twelve young PR professionals and student volunteers came together to begin preparations for this year's ACE event. From preparing and reviewing the event script and PowerPoint presentation, to constructing the event's critical path and other gala materials, the team dedicated countless hours to planning the evening throughout the eight months leading up to the event.

On April 28, 2010, the team of volunteers reported for duty at the Berkeley Church. Throughout the day, the team worked tirelessly to transform the classic venue into a hotbed of '60s action. Typewriters from the 1960's, drink sets, magazines and advertisements were placed throughout the venue to harness the spirit of a bygone era.

**Being a part of the ACE Awards was a wonderful opportunity to work with a great team, and be involved with something bigger than myself.**

Throughout the day, the team worked closely with a gamut of event vendors and personnel, including audiovisual support, the florist, the event photographer, furniture rental companies and venue managers to ensure an unforgettable evening. Volunteers helped prepare the dinner tables and did some final rehearsing with the MC.

After sprucing up in their finest vintage-inspired duds, volunteers were stationed throughout the venue to monitor the evening as it unfolded. The ACE team followed along with the script, directed winners to the stage, collected surveys from guests and prepared door prizes for distribution.

After months of hard work and careful planning, the ACE Awards gala evening finally came to fruition. "Being a part of the ACE Awards was a wonderful opportunity to work with a great team, and be involved with something bigger than myself," says volunteer Farah Altoumah. Though ad man Don Draper was unable to attend, the kingpins of the public relations world assembled to celebrate the winning campaigns of the past year in true Mad Men style.

Beth Daniher was 2010 Co-chair, Special Projects, CPRS Toronto, ACE Awards. She can be reached at: [bethdaniher@hotmail.com](mailto:bethdaniher@hotmail.com)

# Turn Up the Heat this Summer and Plan Ahead

By Christian Hasse



Tickets? Check!  
Passport? Check!  
Money/travellers  
cheques? Don't leave  
home without 'em:  
check and check!

Sunscreen? Check!

Networking meetings and updated  
resume? Wait...! What?

Summer usually means several things  
for most of us: summer vacations;  
trips abroad; sun-filled weekends  
at the cottage; perhaps a jaunt down  
south for a week or two; and shortened  
work weeks. It is not widely considered  
to be the optimum time to be looking  
for a new, rewarding and fulfilling job.

So where does that leave an eager  
PR pro? Should they be seeking a new  
challenge during the summer months?  
Well, it's somewhat ironic. Despite the  
fact that summer may not be the best  
time to be looking to land a new job,  
it is considered to be the best time to  
plant the seeds for the future. How?  
Networking!

Networking is the key to any job search  
and the most important element for  
any person looking to make a career  
move. While the summer months are  
not filled with a boon of hiring  
announcements, the advance work  
and reconnaissance can and should  
be done via networking meetings

before and after work – think a drink  
on a patio or a working breakfast.  
Executives, and senior staff members,  
can and do extend their work days in  
the summer in some cases for just that  
reason. They may be more apt to meet  
someone on a Thursday or Friday  
afternoon before heading north than  
say, in the dead of winter. They may  
also be willing to meet for a working  
lunch to discuss the “direction we are  
headed in the near future.”

The “best” time to be looking is between  
late August to October. The dog days  
of summer have come to a close and  
the decision makers are back in the  
office in full force. January to April  
is also a good time as some companies  
are gauging where they stand after  
the holiday season and the close of  
their last quarter.

But keep in mind that the average  
job transition takes up to nine months.  
So turn up the heat on your career  
now: target companies, organizations  
or agencies that you wish to investigate  
and potentially work for in the future;  
connect with your network within  
those companies; contact the decision  
makers; and, dust off, update and  
make 100% sure that your resume is  
written and formatted in the proper  
way to make people take notice.

Summertime is the perfect time to  
get things rolling with the essential  
groundwork for your future career  
success and happiness.

## Marjie Zacks, APR Still Learning Every Day

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### Proudest accomplishment during her career

Marjie is especially proud of the launch of the Urban Health Initiative at Wellesley Hospital, one of the first mobile health units in a Canadian community. She helped launch it with the help of Rotary. “And, of course, doing everything we could to ensure we kept this hospital open for as long as possible for the community was also professionally gratifying. However, the proudest accomplishment in my career was probably being part of the Our Millennium team that helped Canadians mark the passage to the new millennium.”

### Best advice you've been given in your career and who gave it to you?

“Nigel Dunn telling me when I was at Queen's Park: ‘There were more seasoned candidates than you but no one had your enthusiasm, energy and tenaciousness. Don't ever lose that.’ And Betsy Martin at Community Foundations of Canada's Our Millennium program, who believed in the power of serendipity: ‘Things happen at the right time for the right reason.’” Marjie also counts her parents as very astute advice givers. “I learned so much from my parents, who were both professionals. Each day they would ask my sister and me, not what we did or how we were, but what did we accomplish? The expectation was that we would make a contribution.” Marjie also learned through courses and programs that it is important to have a life plan. To write it down, accomplish it, and celebrate success.

### Why did you choose CPRS as your professional association?

One of the reasons Marjie chose CPRS Toronto was the APR accreditation program that she completed after five

years in PR. “Even today, it's an honour to have the APR. It signifies you do good work and your peers recognize you. However, earning your APR shouldn't mean sitting on your laurels. You need to keep reading, keep attending Professional Development sessions and stay connected.”

### Key milestone as a long-time CPRS Toronto member

“When I'm approached and asked to help out, I do. I've been an APR adjudicator; I've been a mentor; I've taken on PR interns for 20 years. I enjoy working with interns and being a mentor. I enjoy their energy and their enthusiasm. Young people drive a lot of new trends.” For a number of years, Marjie also sat on the Program Advisory Committee of Centennial College's Corporate Communications and Public Relations program.

### Significant CPRS memory

Attending CPRS national conferences in Whistler, BC and Winnipeg and being recognized with an Award of Excellence and an Award of Merit.

### What has had the most impact on the practice of PR over the past 30 years?

“The accountability factor – you and your organization have a reputation to protect. With today's technology it is increasingly important to be transparent and to be very good at what we do. We must be accountable.”

### What has remained the same in PR over the past 30 years?

“The need to practice PR with integrity and honesty. Good practitioners have a good name. When you think about it, when you leave this earth, the only thing you leave is your reputation.”

## Advice for New Communicators

### Marjie lives by a number of truisms:

- ▶ “All things come to those who wait. It doesn't happen overnight. It's not about the destination – enjoy the trip.”
- ▶ “Be passionate about your work. You spend so much time working – you need to do what you love. Do the things that matter to you.”
- ▶ “Sometimes it's smarter to say ‘no.’”
- ▶ “Listen to your gut; pay attention to that.”
- ▶ “Keep asking ‘why?’”

Christine Smith, principal, Christine Smith Communications. Contact her at: [ChristineSmith@bell.net](mailto:ChristineSmith@bell.net).

Christian Hasse is a successful career coach and the Principal and founder of Competitive Edge Consulting – [www.ceconsulting.ca](http://www.ceconsulting.ca) – the PR & Communications career coaching, counselling and outplacement services experts in the industry.

newperspective  
magazine

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Maryjane Martin, APR, Editor

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