

## CPRS-NS NEWS

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From the President's Notebook  
Donna Christopher, President

I'd like to begin by congratulating NSCC student Sheila Dick for being the recipient of CPRS Nova Scotia's Student Award in Strategic Communications Planning. Sheila will be formally recognized and presented with a cheque for \$1,000 at our AGM in June. And thank you to our co-sponsor, Extreme Group.

Speaking of our AGM, we will be sending out a call for nominations very soon and are currently finalizing the date. We anticipate the AGM will take place in late June in conjunction with a PD session, as well as a wine and cheese networking reception.

We are planning to hold another Learning Circle in May. Roselle Green is the facilitator of these highly successful sessions. Watch for more information coming soon.

Our March PD session was a very successful. Gina Connell, Director of Communication & Public Affairs, Halifax International Airport Authority, spoke about the challenges HIAA experienced during the runway reconstruction last summer. Watch for a notice coming soon on our April session. Please contact our PD Chair, Jennifer Delorey Lyon at 453-2180, ext 236 or e-mail [jennifer.deloreylyon@can.salvationarmy.org](mailto:jennifer.deloreylyon@can.salvationarmy.org) with your input and feedback on professional development.

2008 National Conference Chair Tom Peck is still recruiting members to volunteer on a number of committees. Thank you to all members who have already volunteered to help with the event. We are very pleased with the response so far, but still need more volunteers. If you are interested in assisting with the conference, please contact Tom at [peckto@gov.ns.ca](mailto:peckto@gov.ns.ca) or by phone at 424-4998.

As always, please contact me if you have anything you would like to discuss. I can be reached at 426-1919 or by e-mail at [donna.christopher@ec.gc.ca](mailto:donna.christopher@ec.gc.ca) or [dchristopher@ns.sympatico.ca](mailto:dchristopher@ns.sympatico.ca). I look forward to hearing from you.

Sheila Dick Wins Student Award in Strategic Communication Planning  
Sheri Woodland & Rob Batherson, Education

CPRS-NS congratulates Sheila Dick, a student in the NSCC PR program, for winning the 2006 CPRS-NS Student Award in Strategic Communication Planning. A panel of three judges

evaluated the submissions and selected Sheila for her plan entitled "Kickoff's 1st Annual Soapbox Derby." Kickoff, a non-profit organization located in Kings County, NS, provides funding for under-resourced, at-risk youth to participate in sport and recreation opportunities. Sheila will receive a cheque for \$1,000 from CPRS-NS and our co-sponsor, the Extreme Group, and will be profiled on the CPRS-NS website.

PD Update & Future Sessions  
Jennifer Delorey Lyon, Professional Development

At the March PD session, Gina Connell, Director of Communication & Public Affairs for the Halifax International Airport Authority, presented "Coming Out of the Fog". In the summer of 2005, the HIAA embarked on a five-year airfield reconstruction program to rehabilitate its 20-year old runways. But for two weekends in July, the airport experienced severe fog, which, combined with the construction, impacted more than 180 flights during the peak tourism season. Gina discussed the challenges HIAA experienced, the communications response, the reputation recovery plan, and overall lessons learned.

Stay tuned for more PD session announcements; the April session will be held in partnership with IABC.

The 2006 Member Satisfaction Survey Results Are In  
Debbie Buott, Membership

You like us, you really like us!

The results are in for the 2006 member satisfaction survey and I am pleased to report that 82% of those who responded are satisfied with the services they receive and 72% of respondents reported that they receive good to very good value for their membership with CPRS-NS. These numbers tell us that we are delivering the services and value our members expect, but that we also have room to improve. That's the point of a satisfaction survey, to give the board a baseline so we can judge if we are meeting the needs of our members. This year's responses will be incorporated into the planning process as we approach the 2006-07 season.

Some other responses to highlight include 95.5% of respondents indicating that they are satisfied with our current communication methods and 93.3% of respondents have visited and are familiar with the CPRS-NS website. Some interesting response statistics tell us that the largest group of respondents were 3-5 year and 10 year plus members; each at 24.4%. The next largest respondent group was 1-2 years at 20%. In terms of verbal comments, there was a clear request for professional development sessions to be streamed: those for beginning practitioners and those for

mid-range to senior-level.

A formal presentation of the results is being prepared and will be available on the CPRS-NS website in upcoming weeks.

Now for what everyone really wants to know: who won the optical mouse, courtesy of CNW, and two tickets to an upcoming CPRS-NS luncheon? It's Eileen MacIsaac! Congratulations Eileen! We will send your mouse and tickets along to you soon.

On behalf of the entire board of directors, I would like to thank all of the members who took the time to respond to the 2006 member satisfaction survey.

2008 CPRS National Convention - Update  
Tom Peck, APR, 2008 CPRS National Convention

The planning for the CPRS National Convention, to be held in Halifax in early June 2008, is ongoing. Anyone interested in helping out can contact me at [peckto@gov.ns.ca](mailto:peckto@gov.ns.ca).

CPRS-NS will keep you up-to-date on the planning for this convention, and we welcome all comments and suggestions.

Looking to Hire a Qualified PR Practitioner?  
Karla Gimby, Website

Use the career opportunities section on the CPRS-NS website to advertise your PR position. This site is the online resource for more than 100 CPRS-NS members and other communications professionals throughout Nova Scotia and the Atlantic provinces. For more information about posting a job opening on the CPRS-NS website, visit the career opportunities section.

Thanks to our Sponsors  
Trish Smith, Sponsorship

As you all know, CPRS-NS is a non-profit organization, dedicated to the advancement of public relations as a profession. As a non-profit group, we depend greatly on membership, but also on our sponsors.

To thank our sponsors, sponsor profiles will be included in future editions of the newsletter. This month we are featuring The Westin Nova Scotian.

The Westin Nova Scotian, formerly the Nova Scotian Hotel, is a longstanding landmark in Halifax, as one of the city's premier hospitality facilities.

Events, large or small, have an added amount of glamour to them when held at the Westin. The building, food, staff and

decor combine to make this space ideal for most any event - work or pleasure.

In addition to wonderful event space, the Westin offers superb accommodations. From their "Heavenly bed" to their "Heavenly bath", guests at the Westin feel pampered, even when there for business!

The Westin has been a wonderful sponsor of CPRS-NS for many years, hosting our signature event, The Gemstones, as well as our Professional Development sessions. They deliver wonderful service every time, and work with our board members to ensure all our needs are met.

As a CPRS NS member, we ask you to support The Westin Nova Scotian, one of our wonderful organizational sponsors.

Note:

Our sponsors whose services and contributions are vital to the efforts and successes of CPRS-NS include:

The Westin Nova Scotian  
CNW Group  
AVW Tel Av Audio Visual Solutions  
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W3 Internet Services Ltd.  
The Herald.

We're working hard to continue building upon new and existing sponsor relationships.

Message Sent Courtesy of CNW Group