

ANNUAL REPORT 2013



PUBLIC RELATIONS



WITHOUT BORDERS

ABOUT PRWB

Public Relations Without Borders (PRWB)—a non-profit organization recognized by the Canadian government—was founded in 2007 in Montreal, Quebec, Canada, by a group of senior public relations professionals.

Through its initiatives in a growing number of countries, PRWB has demonstrated that public relations can provide powerful leverage for social and economic progress. Together with several partner organizations, we contribute to making sustainable improvements to living conditions among populations dealing with development challenges.

PRWB carries out its missions in cooperation with NGOs, non-profit organizations and public institutions. Its volunteer deployments—professional counsel, training, coaching—are aimed at helping local organizations become more efficient, finding solutions to their problems and achieving their objectives, for the benefit of local populations.

PRWB volunteers are united around the values of solidarity, integrity and professionalism.



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FRANCINE LA HAYE
CHAIRMAN OF THE BOARD
OF DIRECTORS

CHAIRMAN'S MESSAGE

2013 will go down in PRWB's history as a milestone year in its development, with a record number of missions completed, as seen in the Projects Committee's report. Only the death of our founding president, Luc Beauregard, in July, cast a shadow over an otherwise remarkable year.

Our organization has raised its profile and its outreach significantly, as well consolidating relations with partner organizations and forging ties with new mission heads. We have been receiving a growing number of requests to lead missions, and our partners in the field recognize the added value of our actions. In this regard, I would like to acknowledge the remarkable work done by Yvan Cliche, who heads the Projects Committee.

Our organization's funding is still an ongoing challenge if we are to respond to the many requests we receive. This past April, a breakfast fundraiser featuring Paul Holmes, an internationally acclaimed public relations commentator and author of the highly respected newsletter *The Holmes Report*, was presented in collaboration with the Luc Beauregard Centre for Excellence in Communications Research at Concordia University's John Molson School of Business. The event was hugely successful, both for the number of participants it attracted and the donations we received.

For the first time in its history, our organization received a favourable response to a funding request addressed to the public sector.

Thanks to RES PUBLICA's generosity, PRWB has offices in the Sun Life Building in downtown Montreal. Special thanks to Jean-Pierre Vasseur, RES PUBLICA's president and chief executive officer, and to Marie-Jacqueline Ackad, who succeeded Claude Ouvrard as PRWB's executive director.

Lastly, PRWB relies on a high-calibre board of directors whose members are well-known public relations professionals from a variety of backgrounds. I am grateful to them for their dedication.

Our directors, mission heads and volunteers are motivated primarily by the fact that PRWB's missions do indeed make a difference, whether preventing violence against women and children, fighting poverty, encouraging education or supporting promising projects. In short, we are making our modest contribution to building a better world.

Francine La Haye

WOMEN RETURNING HOME
FROM MARKET, BENIN



EXECUTIVE DIRECTOR'S MESSAGE



MARIE-JACQUELINE ACKAD
EXECUTIVE DIRECTOR

In late July 2013, when Luc Beaugard asked me to take over as director of Public Relations Without Borders, I never guessed it was to be our last conversation. He died a few days later, on July 26.

From having worked with Mr. Beaugard for 17 years, I know that PRWB was the ultimate opportunity for him to share not only his knowledge, experience and leadership with those living in poverty and deprivation, but also his compassion and generosity.

PRWB was a project that was very dear to him. He founded the organization and developed it with patience and enthusiasm. He firmly believed in its value, and he was right to do so. Today, PRWB provides services in Western, Southern and Northern Africa, as well as in Asia and Latin America. Our reputation continues to grow and our mission heads are recognized for their professionalism by our partners both in the field and here in Quebec.

In 2013, we carried out missions in Tunisia, Uganda, Benin, Haiti, Burkina Faso, India and Bolivia—no mean feat for a small organization such as ours!

Mr. Beaugard was very proud of PRWB and hoped it would carry on and further establish its reputation around the world once he was no longer with us.

And that is what we are doing. The demand is there, and we intend to respond to it as best we can. I would like to thank all of our board members for their dedication, their attachment to PRWB and their desire to respect Mr. Beaugard's parting wish.

I also thank all the people and companies who support us financially, along with our goods and services partners and our volunteers, who always step up to the plate when we need them. We greatly value their contribution. And, lastly, I thank the partner organizations that have believed in us since our foundation in 2007 and that entrust us with a growing number of missions every year.

Marie-Jacqueline Ackad



COMMUNICATIONS
PLAN WORKSHOP
BURKINA FASO



YVAN CLICHE, M.SC., MBA
CHAIR
PROJECTS COMMITTEE

PROJECTS COMMITTEE

2013 was an excellent year for our projects, with seven missions to Benin, Bolivia, Burkina Faso, Haiti, India, Tunisia, and Uganda. These missions enabled PRWB to extend its activities from Western Africa to Eastern, or English-speaking, Africa.

These missions have also helped PRWB expand the pool of volunteers who serve as mission heads and carry out our activities in French, English and Spanish.

TUNISIA

In March, we were in Tunisia working with Un enfant, des sourires (UEDS), a charitable organization created in 2011 that sponsors five schools in a very poor area of the northern part of the country. UEDES meets the students' needs by organizing drives for clothing and school supplies and presenting various fundraising activities.

PRWB's mission was to train its members in the basics of communication. Discussions in the field revealed that UEDES needed to formalize its positioning in order to avoid fragmenting its message.

Since they had been approached to take part in numerous projects, the members realized there was a need to target their actions in a specific niche to be more effective. UEDES has now defined its mission, vision and values. It also understands the benefits of adopting a strategy and a communications plan and has the materials needed to do so.

UGANDA

Also in March, we travelled to Uganda in collaboration with Terre sans frontières to assist the Uganda Private and Integrated Schools Association (UPIISA).

Young people make up half the population in the Republic of Uganda. Despite strong government support, resources for education are insufficient, especially in rural areas. The private sector is attempting to compensate for this.

UPIISA, with support from ACDI, has managed to develop a network of schools that benefit populations in poor rural areas.

TSF and PRWB reached an agreement to conduct a full audit of the organization's communications and funding situation, with a view to laying the groundwork for a program that will enable UPIISA to implement its development plan.

PRWB then analyzed numerous documents, conducted interviews with administrators at 10 UPIISA member-schools and teachers in various regions of the country. An audit was conducted to examine various aspects of the association's communications and funding, in the context of the current economic situation and in collaboration with staff from the Association's secretariat.

The audit addresses all aspects of communication, management of opportunities, financing, and national and international positioning. In addition to the suggested concrete applications, PRWB made UPIISA aware that it is able to take charge of its own development and capitalize on various opportunities.

BENIN

In May, we conducted a mission in conjunction with Oxfam-Québec in the Sô-Ava district of Benin, where a population of some 100,000 people live in 42 villages, half of which are built on stilts in the lake. Three-quarters of the people have no access to drinking water or sanitary infrastructures.

PROJECTS COMMITTEE

With technical and financial support from Oxfam-Québec, the commune carried out a pilot project to manage solid and household waste. It involved forming groups of volunteer women, installing trash bins, distributing tools for waste collection, sorting and composting waste, as well as awareness campaigns.

Oxfam-Québec and the Sô-Ava town hall reached out to PRWB for help in developing a communications plan to convince financial backers to contribute to this project. The staff at the Sô-Ava town hall and workers in civil organizations were introduced to different planning tools, including presentation techniques, and advised on key messages and the presentation to potential backers.

BURKINA FASO

In June, for the third time since PRWB was created, we travelled to Burkina Faso to support Oxfam-Québec and the Coalition nationale de lutte contre les violences faites aux femmes et aux filles. A group of organizations coordinated by the Marche mondiale des femmes au Burkina Faso conducts this campaign every year. In 2011, the organizations agreed to create the Coalition nationale de lutte contre les violences faites aux femmes et aux filles (CN/VFFF) to conduct a joint campaign against different forms of violence.



ANITA JARJOUR WITH A VOLUNTEER
FROM THE "NOUS POUVONS" CAMPAIGN
BURKINA FASO

PRWB was able to bolster the public relations and communications capabilities of the Oxfam team in Burkina Faso and the CN/VFFF. After identifying the needs and considering the cultural, economic and political context, PRWB introduced the team to best practices in public relations, through training, coaching, guidance, audits and preparation of adapted models.

An audit of the NOUS POUVONS campaign was conducted in Fada N'Gourma with the campaign coordinator and its many associated volunteers. This audit demonstrated the success an initiative of this kind can achieve through organized, targeted communications.

HAITI

In June, we travelled to Haiti in partnership with SUCO to assist the Programme de Relance Agricole et de la Nutrition (PRAN) which works to ensure food security for families living in Marigot, near the city of Jacmel. It is supported by several international sponsors (European Union, ACDI, Ministère des Relations internationales du Québec, among others), which have allocated major financial resources to this initiative. It is essential to the program's success to engage the interest of the rural populations for whom it has been designed.

A partnership between PRWB and SUCO was aimed at strengthening the communications and event organization capabilities of the local SUCO project team and those of its local partner, Cercle Divers (CED). The specific aims of the project are to structure an effective launch event and lay the groundwork for a communications plan for the next three years. A reference guide was produced for this purpose.

PROJECTS COMMITTEE

PRWB trained the local SUCO project team and local partner Cercle Divers. They are now independent and able to present other such events and apply the communications plan to support their mission.

BOLIVIA

In September, we went to Bolivia, with Terre sans frontières and AMultiagros, a Bolivian NGO that supports the rural population in its efforts to grow and market agricultural products. The organization works with such groups as the dairy producers' federation in Feplelea, which wants to raise public awareness of its activities.

PRWB helped the local organization identify its communications needs and goals, and provided support in choosing the methods for achieving them.

OUR PROJECTS

Public Relations Without Borders works with charitable organizations recognized by the Canada Revenue Agency or other NGOs, or public authorities.

Selected projects must:

- fit with PRWB's mission, values and objectives;
- be desired by the project's direct beneficiaries;
- enable PRWB to achieve lasting, concrete and measurable results and meet the requirements of our donors and volunteers;
- meet the highest standards of ethics, integrity and fairness, respecting recognized principles of sustainable development.

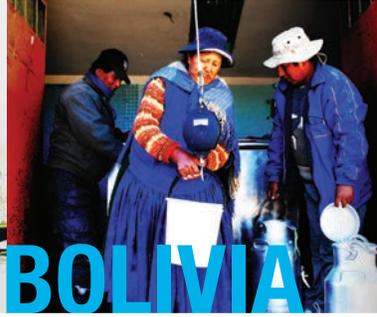


PRESENTING THE PROGRAMME DE RELANCE AGRICOLE
ET DE LA NUTRITION (PRAN), HAITI

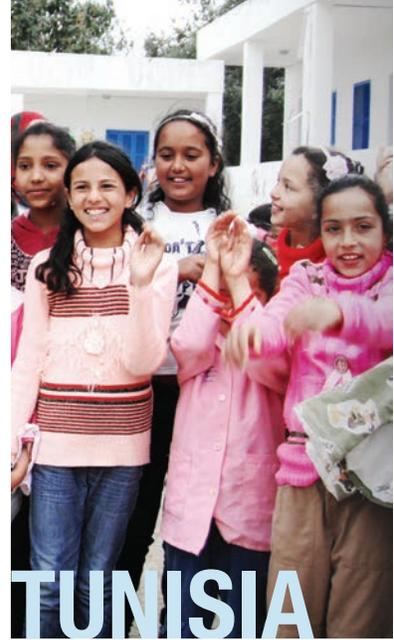


MILK PRODUCERS
EL ALTO, BOLIVIA

BENIN



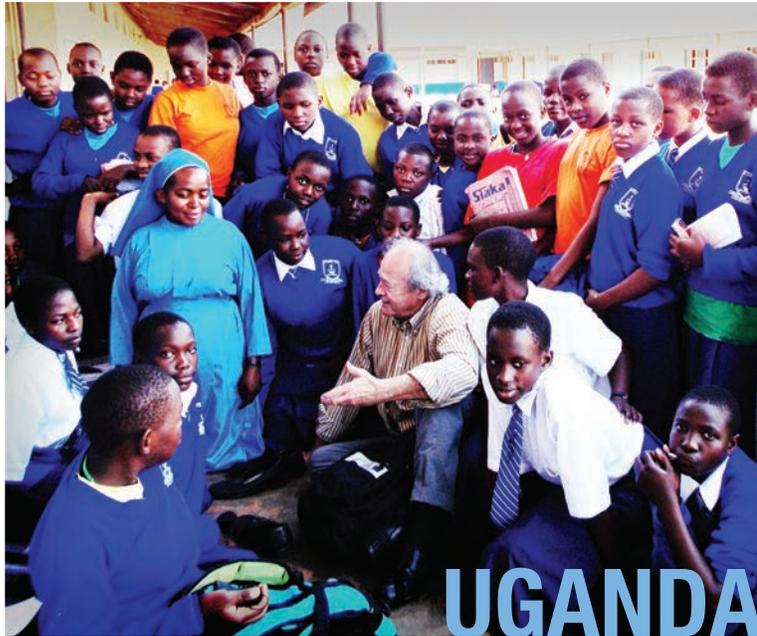
BOLIVIA



TUNISIA



INDIA



UGANDA



HAITI



BURKINA FASO



LUCIE RÉMILLARD
CHAIR
FINANCE COMMITTEE

FINANCE COMMITTEE

The majority of PRWB's funding is generated by the presentation of benefit events.

In April, PRWB presented its second breakfast talk, featuring Paul Holmes, internationally acclaimed public relations commentator and author of the highly respected newsletter *The Holmes Report*. His presentation was entitled *Managing global reputation in the social media age*.

Organized in collaboration with the Luc Beaugard Centre for Excellence in Communications Research at Concordia University's John Molson School of Business, the event, which was attended by nearly 250 people, was an unequivocal success. It generated total revenues of \$56,950; expenses were \$13,852 and the net profit was about \$43,000.

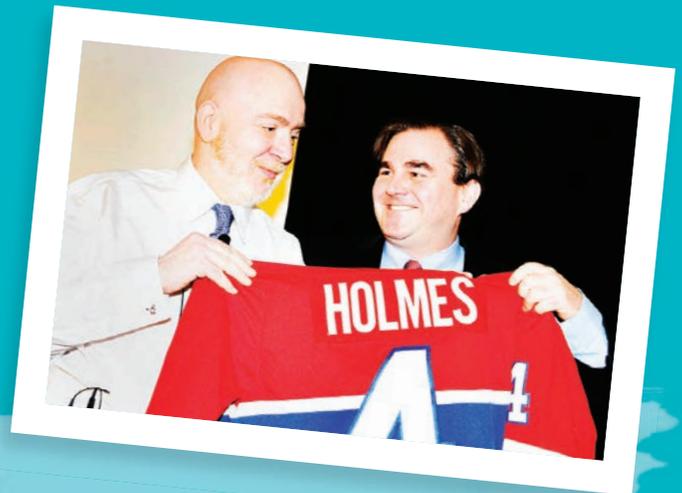
We would like to thank the sponsors of this activity and all of the corporate donors who generously supported PRWB's mission during the year.

We also thank the members of PRWB's board for their generosity. In addition to donating their time, they made monetary contributions that attest to their personal commitment to our organization.

Heartfelt thanks to all those who showed their support in 2013. Public Relations Without Borders could not exist without you.



FRANCINE LA HAYE, CHAIRMAN OF THE BOARD, PRWB, VALÉRIE BEAUGARD, EXECUTIVE VICE-PRESIDENT, RES PUBLICA, AND PAUL HOLMES



PAUL HOLMES WITH ANDREW MOLSON, CHAIRMAN, RES PUBLICA

SPONSORS

Gold sponsors

Ivanhoe Cambridge
NATIONAL Public Relations
SNC-Lavalin

Silver sponsors

Alliance des cabinets de relations
publiques du Québec
CGI
Edelman
GardaWorld
Ig2
Stikeman Elliott

GOODS AND SERVICES PARTNERS

camerapointcom
Designer pompier
Le maître chocolatier
Smiling Surface
Viafax



MARTINE DORVAL
CHAIR
GOVERNANCE COMMITTEE

GOVERNANCE COMMITTEE

Following his cancer diagnosis, Luc Beaugard, PRWB's founding chairman, asked Francine La Haye, vice-chairman, to serve in his stead on an interim basis, in January 2013. Sadly, Mr. Beaugard lost his battle in July.

At the board meeting on September 3, 2013, Francine La Haye was elected chairman of the board and Guy Versailles became vice-chairman. The board also named Marie-Jacqueline Ackad as executive director. This position became vacant after the planned departure of Claude Ouvrard, whom the board thanks for her dedication.

NEW BOARD MEMBERS

In the year just ended, Antoine Landry, André Chapleau, Martine Dorval, Richard Simard, Stéphane Prud'homme and André Bouthillier joined the organization. Mr. Landry subsequently agreed to chair the Audit Committee, Martine Dorval the Governance Committee and André Chapleau, the Financing Committee.

Stepping down from the board this past year were Agathe Plamondon, Lucie Rémillard and André Chapleau. The board members thank them for their contribution.

THE COMMITTEES

PRWB's board has five standing committees, each of which plays an important role. In addition to ensuring that PRWB's actions are effective, the committees give the board members an opportunity to get actively involved in the organization's governance and success.

GOVERNANCE COMMITTEE	Martine Dorval
AUDITING COMMITTEE	Antoine Landry
PROJECTS COMMITTEE	Yvan Cliche
COMMUNICATIONS COMMITTEE	Guy Versailles
FINANCE COMMITTEE	Vacant

GOVERNANCE COMMITTEE'S ACTIVITIES

There are many steps involved in preparing for a mission, and its success depends on careful planning. A task force comprising members from the Governance and Projects committees has prepared a document entitled *Partage des responsabilités et étapes entourant la mise en œuvre d'une mission* (Shared responsibilities and steps in implementing a mission). This document was adopted and will be expanded in 2014 with procedures in the event of a cancelled mission.



GUY VERSAILLES GIVING A TRAINING SESSION TO VOLUNTEERS FROM UN ENFANT, DES SOURIRES, TUNISIA



GUY VERSAILLES, APR, FCPRS
CHAIR
COMMUNICATIONS COMMITTEE

COMMUNICATIONS COMMITTEE

2013 was a year for continuing work on projects launched a year earlier.

The conversion of our website to WordPress format took more effort and time than expected. Still, we now have a new site in both French and English; it is more user-friendly, and all the content has been revised. Many thanks to our volunteers Jean-Michel Bigou and Pierre-Alexandre Guernon for their steadfast support on this long-term project.

We continued to develop our social media platforms, with priority to our Facebook page, as well as creating a YouTube channel for photos and videos of our missions, and a LinkedIn page to facilitate networking in professional networks. Thanks to volunteer Stacey Masson, who also worked on the social media user guide for mission heads.

We published our newsletter, *PLANÈTE* in February, April, June, September and November. We are very grateful to our faithful volunteer chief editor, Anne-Sophie Jean-Charles, for her tireless efforts. Post-mission presentations by the mission heads to PRWB's volunteers and friends have become a highly valued tradition. Six of these presentations were given in 2013:

- Guy Versailles on Tunisia, May 2
- Gilles Morin on Uganda, May 16
- Gabrielle Collu on Benin, June 18
- Gilles Morin on Haiti, September 17
- Anita Jarjour on Burkina Faso, October 9
- Stacey Masson on Bolivia, December 3

Again this year, we received concrete support from the Société québécoise des professionnels en relations publiques (SQPRP). On March 8, PRWB had a booth at the SQPRP conference on the Melbourne Mandate.

Guy Versailles co-chaired and hosted this event with Lucie-Anne Fabien, APR, FSCRP. Luc Beauregard and Hélène V. Gagnon, a member of PRWB's board, were among the panelists. Unfortunately, Luc was unable to attend because of his illness and sent Laurent Pepin, partner with NATIONAL Public Relations, as his replacement. Also in March, Patrice Lavoie, two-time PRWB mission head in Niger, gave a presentation on PRWB to participants at the Salon des communications de Québec.

Thanks as well to Roch Landriault, vice-president, media relations, at NATIONAL, who worked to spark interest in PRWB among journalists. This long-term, behind-the-scenes work will continue next year. Suffice to say, it is no easy feat to convince journalists to cover a story about an organization of public relations professionals!

In June, the SQPRP gave PRWB a page of advertising in the program for its Équinoxe gala. At this event, Luc Beauregard was presented with the distinction award in consulting from the Alliance des cabinets de relations publiques du Québec (ACRPQ).

The high point in PRWB's outreach efforts to the Montreal community was without a doubt the presentation by Paul Holmes, jointly organized with the Luc Beauregard Centre for Excellence in Communications at Concordia University's John Molson School of Business. Some 250 Montreal leaders filled the Oval Room at the Ritz-Carlton Montreal to hear the acclaimed speaker discuss the topic *Managing global reputation in the social media age*.

Lastly, André Bouthillier, managing partner of Cohn & Wolfe | Montreal and newly named to PRWB's board, has agreed to lend a hand to the committee's chair to move forward on some projects.

FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL POSITION

as at December 31	\$	2013 \$
ASSETS		
Bank account		79,972.83
Petty cash		100.00
Accounts receivable		0.00
Net GST receivable		99.26
Net QST receivable		197.97
ProDon software	4,089.91	
Cumulative depreciation	(3,862.73)	227.18
		80,597.23
LIABILITIES		
Accounts payable		98.60
Charges incurred – CNT		13.01
Surplus for year		1,306.99
Undivided surplus at beginning of year		79,178.63
		80,597.23



ACCLAIMED
SPEAKER PAUL HOLMES



A CAPACITY CROWD TURNED OUT TO HEAR
PAUL HOLMES SPEAK AT THE PRWB
BENEFIT BREAKFAST

FINANCIAL STATEMENTS

STATEMENT OF CHANGES IN NET ASSETS

as at December 31	\$	2013 \$
REVENUES		
Personal donations		1,940.00
Corporate donations		17,350.00
Canada Helps and various		1,550.00
Sale of promotional objects		478.76
Conferences and events		56,950.00
Free rent		4,527.60
		82,796.36
EXPENSES		
Missions		
Uganda	4,211.78	
Tunisia	3,014.39	
Bolivia ¹	1,273.51	
Bolivia	3,931.72	
Benin	4,509.67	
Haiti	3,379.96	
Burkina Faso	3,717.34	
India	1,824.54	
Post-mission events	522.89	
Cost incurred in search for partners	730.81	
Insurance – portion for missions	3,688.00	
Sub-total missions		30,804.61
Conferences		
Conferences	13,851.79	
Sub-total conferences		13,851.79
Communications		
Annual report	1,473.65	
Production of documents	1,376.91	
Website	1,954.14	
Sub-total communications		4,804.70
Charitable donations		25.00
Administration		
Insurance	3,688.00	
Salaries and benefits	18,329.72	
Banking fees	636.63	
Interest	0.00	
Professional fees	0.00	
Office supplies	1,018.70	
Telephone	401.55	
Postage and courier	129.51	
Free rent	4,527.60	
Moving expenses	620.74	
Taxi	77.22	
Software depreciation – number of months:	12	1,363.32
Software		843.78
Advertising and subscription		350.00
Government registration		16.50
Sub-total administration		32,003.27
TOTAL EXPENSES		81,489.37
Surplus (deficit) for fiscal year		1,306.99

¹ Expenses for the 2012 mission, paid in 2013

2013 DONORS

CORPORATE

\$10,000 – \$20,000

National Bank Financial Group

\$5,000 – \$9,999

Anonymous

RES PUBLICA Consulting Group
(NATIONAL Public Relations,
Cohn & Wolfe | Montreal
and Sonic Boom)

\$3,000 – \$4,999

Ivanhoe Cambridge
SNC-Lavalin

\$1,000 – \$2,999

Air Canada

Alliance des cabinets de relations
publiques du Québec (ACRPQ)

CAE

Canadian Council of Public
Relations Firms (CCPRF)

CGI

Concordia University

Edelman

GardaWorld

Joey and Odette Basmaji
Foundation

Ig2

S.M. Group International

Stikeman Elliott

Sun Life Financial

\$100 – \$999

2158-4933 Québec Inc.

Anonymous

BLU Communications

Caisse de dépôt et placement
du Québec

CHU Sainte-Justine Foundation

Cogeco

Communications Chevalier

Desjardins International

Groupe Germain hospitalité

Mouvement Desjardins

Pelican Public Relations

Perseus Capital

Philippe Dandurand Wines

Photo Hélico

Raymond, Chabot, Grant, Thornton

Samson Bélair Foundation/Deloitte
& Touche Canada

Société québécoise des
professionnels en relations
publiques (SQPRP)

Transcontinental

UQAM

Weber Shandwick

Zone franche

PERSONAL

\$5,000 or more

Luc Bearegard

\$3,000 – \$4,999

\$1,000 – \$2,999

\$300 – \$999

Anonymous

Martine Dorval

Francine La Haye

Antoine Landry

Raynald Langlois

Lucie Rémillard

Matthieu Sauvé

Solange Tremblay

Guy Versailles

\$100 – \$299

Anonymous

Marie-Christine Demers

Yanik Deschênes

Christiane Beaulieu

Valérie Bearegard

Pierre Bélanger

Denis Boucher

Colombe Bourgon

André Chapleau

Paul de la Plante

Hugo Delorme

Nicole Delorme

Véronique Désilets

Pierre Fortier

Bruno Guglielminetti

Elizabeth Hirst

Doris Juergens

Gaston Lafleur

Jean-Sébastien Lamoureux

Philippe Legault

Patrice Leroux

Yvon Lessard

Brian Levitt

Stéphanie Lyttle

Christian Marcoux

Serge Paquette

Royal Poulin

Lyla Radmanovich

David Veillette

Paul Wilson

GOODS AND SERVICES PARTNERS

camerapointcom

Designer pompier

Le maître chocolatier

Patrick Boisclair Communications Interactives

RES PUBLICA Consulting Group

RIBZ

Samson Bélair/Deloitte & Touche

Smiling Surface

Société québécoise des professionnels en relations publiques

Viafax

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Luc Beauregard, O.C., C.Q., APR, FCPRS
(until August) †
Chairman of the board

*Founding Chairman
RES PUBLICA Consulting Group*

Francine La Haye
Vice-chairman (until August)

Chair – Governance Committee
(until August)

Chairman of the board
(since September)

*Senior Vice-president
NATIONAL Public Relations*

Guy Versailles, APR, FCPRS
Vice-chairman (since September)
Chair – Communications Committee

*President
Versailles communications*

Marie-Christine Demers, LL.B., DESS, MBA
Secretary-treasurer

*Senior Consultant,
Communications & Public Affairs
Gaz Métro*

DIRECTORS

Christiane Beaulieu
*Vice-president, Public Affairs
and Communications
Aéroports de Montréal*

André Bouthillier, APR (since September)
*Managing Partner
Cohn & Wolfe | Montreal*

André Chapeau (from February to October)
Chair – Finance Committee
(since September)

*Senior Director, Media Relations
Mouvement des caisses Desjardins*

Yvan Cliche, MSc, MBA
*Strategic Advisor, Public Affairs
Hydro-Québec*

Martine Dorval, MAP, APR, FCPRS
(since February)
Chair – Governance Committee
(since September)

*Executive Director, Strategy,
Services & Communications
Ordre des infirmières et infirmiers
du Québec*

Hélène Gagnon, APR (until March)
*Vice-president, Public Affairs,
Communications and Corporate
Social Responsibility
Bombardier Aerospace*

Antoine Landry, M.A.Sc., APR, FCPRS
(since February)
Chair – Auditing Committee (since March)
*Director, Communications Services
École de technologie supérieure*

Bernard Motulsky, PhD
*Chairholder, Chair in Public Relations
and Marketing Communication
Université du Québec à Montréal*

Agathe Plamondon (until July)
*President
Communicateurs du Fauve*

Stéphane Prud'homme, MA, IE MBA
(since September)
President
180 degrees | digital strategies

Leslie Quinton
*Vice-president, Global Corporate
Communications
SNC-Lavalin*

Lucie Rémillard
Chair – Finance Committee (until August)
*President
LR Stratégie*

Matthieu Sauvé, MA, APR, FCPRS
*Associate Director
Zone franche*

Richard Simard (since June)
*Director of International Programs
Terre sans frontières*



DAIRY PRODUCER
EL ALTO, BOLIVIA



PUBLIC RELATIONS



WITHOUT BORDERS

PUBLIC RELATIONS WITHOUT BORDERS

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